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## An Exploration of the Values and Behaviours Determining Sustainable Well-Being in Hungary

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**AN EXPLORATION OF  
THE VALUES AND BEHAVIOURS DETERMINING  
SUSTAINABLE WELL-BEING IN HUNGARY**

The Open University

Master of Research (MRes)

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## 1. AIMS AND OBJECTIVES

This study is an attempt to address the issue of exploring values and behaviour in terms of how they relate and contribute to well-being and sustainable lifestyles. As argued by Rokeach (1968), values work as a “centrally held, enduring belief” (p. 161.). In everyday life this belief guides actions and judgments in specific situations and helps the navigation through decision-making situations. According to Guez and Allen (2000) behaviour is “the way an individual acts towards people, society or objects” (p. 9). In other words, behaviour can be interpreted as values manifest in decision-making and can be seen “in reference to social norms, or the way in which one treats others or handles objects” (p. 9). Values and behaviours, which are influenced by culture, family background and social environment, have an impact on lifestyles, consumer habits and decisions, and appear individually or in communities. For these reasons exploring values, traits and motivations is essential, especially in the case of young people, who form the basis of the change of generations.

### Research questions and hypotheses

The topics of sustainability, values, well-being and behaviour constitute the main focus of this study. The main purpose of the research is to explore the values that are essential for the achievement of a higher level of well-being. I also investigate the ways in which values are able to contribute to happiness and well-being. The aim is to examine how these values can relate to sustainable lifestyle and present the relationship between value-based well-being and sustainability.

One of the main assumptions is that being aware of and familiar with the value system of our society is a prerequisite of the birth of a happier and more sustainable world (or country/local society), and that this fact needs to be taken into account in economic and social policies. At the same time, values constitute a constantly changing process. Although this process is usually long-term and influenced by several factors ([valuesandframes.org](http://valuesandframes.org)),

we should make efforts to promote the values that are related to happiness, well-being and sustainability.

In this study I attempted to conduct a practice-oriented field survey with the current relevance of the research issues in mind. I found that the findings are suitable for measuring different ways of thinking but not for making generalization. On the other hand, my assumptions regarding the impact of the current Hungarian public sentiment on the respondents proved to be right, which means that the sample is a reflection of the Hungarian milieu.

### Relevance

The topic under discussion here might raise questions about the justifications for examining the relationship between values, behaviours and sustainable well-being and about the specific relevance of these issues at present times. Babics (2006) argues that great social changes are always accompanied by changes in values as new principles, ideologies and beliefs appear. In this regard it is worth dealing with these issues, especially if, for instance, the climate change is accelerating or global processes and circumstances require solutions for newly emerging social problems. However, the issue of values and behaviour is not only a matter of the future; this research area can provide useful information with regard to happiness and well-being in the present as well.

On the other hand, the search for happiness or well-being itself cannot be universal remedies, because the environmental carrying capacity of the Earth does not allow unlimited consumer-based well-being for everybody in the world. This means that we need to take sustainability into account as well and strive to find solutions that bring well-being and make people happy and eco-conscious at the same time.

## The Hungarian background

In my research I focus on young Hungarian people (18-30), who have a great influence on changes in the future. The results of the survey hopefully provide a picture about the dominant value groups and enable us to draw conclusions about how social life could be improved.

In 2015 the population of Hungary was around 9.86 million and the proportion of the target group to the whole population was 8.25 percent (813,361 people) (KSH, 2015). This percentage, as well as the population pyramid of the country, clearly indicates that the Hungarian society is a shrinking and aging one. This fact emphasises the importance of studies targeting the young generation, since their behaviour will have decisive effects on future developments.

According to the World Happiness Report (2015) and The Happy Planet Index (2012), Hungarian people, who are the focus of my thesis, are not as happy (or as satisfied with their lives) as citizens of other countries with similar conditions. The reasons for this can be cultural, historical and political as well, but the study of these reasons falls outside the scope of the present thesis. Rather, I will focus on the description and presentation of values, behaviours and traits accompanied with happiness and well-being.

There are several ways in which such a study on the Hungarian population and the generation of young people can be justified. Firstly, the methodology applied here does not require a huge sample and the conclusions drawn from the responses can describe the target group better if the respondents come from the same country and have a common cultural background. Secondly, there are significant differences in the happiness and satisfaction levels of Hungarian people compared to data obtained from other Central-European countries, which can probably be accounted for by differences in the value system and cultural backgrounds.



According to Inglehart's World Value Survey map described in Section 2.1 in detail (cf. also Appendix 2), the Hungarian society can be described with reference to values of the Catholic Europe. Regarding survival and self-expression scores, however, it bears closer resemblance to Southern Slavic and Eastern cultures. As far as economic and international contacts are concerned, Hungary is related to Western European countries, and these are the countries that Hungary is trying to catch up with in terms of economy and well-being.

## Attitude

Although this research does not address the issue of **attitude**, it is important to briefly mention this notion and the question of how it is linked to values and behaviour. Zsóka (2007) refers to **Hankiss** (1977), who states that drawing conclusions about respective values is only possible with the help of attitudes and value-oriented behaviour. Rokeach (1968) defines attitude as "an organization of several beliefs focused on a specific object (physical or social, concrete or abstract) or situation, predisposing one to respond in some preferential manner" (p. 159). According to Hunyadi (1984), values of personality are expressed in attitude, but values are more central than attitudes. He also says that values are able to influence attitudes and behaviour, which refer to lifestyle and life goals (why and how to live), and form a higher level of organization than attitudes. In other words, attitudes are rooted in values and for this reason it is justified to focus on values instead of attitudes.

## Structure

The first part of the thesis contains the literature review with an outline of the conceptual framework. This is followed by the description of the methods and the introduction of the less commonly-known Q methodology, which enables a new perspective in the field of research on subjective topics (values, personality, attitude etc.) that are difficult to measure in the usual way. I think that this method is useful for researchers who are willing to gain a deep insight into sets of opinions but often meet biased responses that are difficult to measure

with objective indicators. The reason for choosing the Q methodology was its progressivity and novelty in value research.

Finally, based on the findings, I indicate the way forward by briefly introducing further research opportunities such as the issue of how values, behaviour and happiness could become manifest in economic and social structures. Apart from that, reference will be made to a number of progressive solution alternatives, such as the degrowth theory, which can presumably be based on the values and behaviours examined in the study and could lead our societies to a happier and more sustainable state. Although the thesis does not cover every possible dimension of these issues, the study of values and behaviour creates a good starting point for further research and investigation.

## 2. LITERATURE REVIEW

The aim of this section is to introduce the different concepts and definitions of values and value systems and provide alternative interpretations which will help to understand how these values play a role in decision-making and behaviour. I also address the connection between values and behaviour and explain further related concepts of attitude and motivation.

First of all, it is important to present the concepts of happiness, well-being and sustainability and to review existing studies about these ideas. Besides interpreting the above-mentioned concepts, I also examine the effects of social norms and cultural environment which cannot be separated from behaviour and the way of thinking.

This conceptual framework proves to be useful in two ways: firstly, it helps us to understand how values connect to behaviours and to sustainable lifestyles, and how these concepts can contribute to happiness and well-being. Secondly, it clarifies the interpretation of the statements in my survey (cf. [Section 3](#) on Methods) and will hopefully be able to bring us closer to the understanding of the young generation.

### 2.1. Values, Value Systems and Value Types

In everyday life values typically function as tools in judging what is right or wrong. In this sense values form the basis of conscience, as they reflect what we "ought" to do in a certain situation. We can also say that values are ideal images or beliefs of what a person considers desirable or undesirable. A value can remind us of what is important in life. Schwartz (1990) also claims that values work as conscience. He describes values as principles or criteria "for selecting what is good [...] among objects, actions, ways of life, and social and political institutions and structures" (p. 8). He also mentions that values operate both on the level of individual and institutions, and on the level of entire societies. In my research, I focus on the individual level from which social patterns can be deduced.

Schwartz and Bilsky (1987) argue that values have greater importance than merely helping in decisions and that values influence every detail of individuals' lives. According to the authors, values are the cognitive representations of universal human requirements: biological needs, social interactional requirements and the social institutional demands of the individual.

Rokeach (1973) argues similarly saying, that values should be interpreted in a broader sense. He says that a value is an enduring belief that individuals possess and these beliefs are prescriptions for behaviour. Referring to Kluckhohn (1951) and Rokeach (1973), Shrum et al. (1990) state that "values are statements of the ideal", which means that "our values tend to suggest positive modes of behavior and positive ends" (p. 609). The authors also claim that the study of values is a prerequisite for understanding human behaviour.

Consistent with the definition above, Csepeli (2006) argues that values are the most deeply embedded foundations of the integrated personality and their function is to help the orientation in life. In this sense, values work as guidelines to "how one ought to act in a situation, rather than how one wants to act" (Shrum et al., p. 609). In addition, Csepeli maintains that, due to their embeddedness, values are capable of providing strength, consistency and security in social life.

Values collectively form a '**value system**' and can be organized into hierarchical structures and substructures, as Rokeach (1968) claims. Moreover, he says, "the concept of value system suggests a rank-ordering of values along a continuum of importance" (p. 551). A value system, as a set of consistent ethic values (including personal and cultural values), is used for the purpose of ideological or ethical integrity. Individual values can, therefore, only be meaningfully understood when considered as part of a larger value system. (Burroughs & Rindfleisch, 2002).

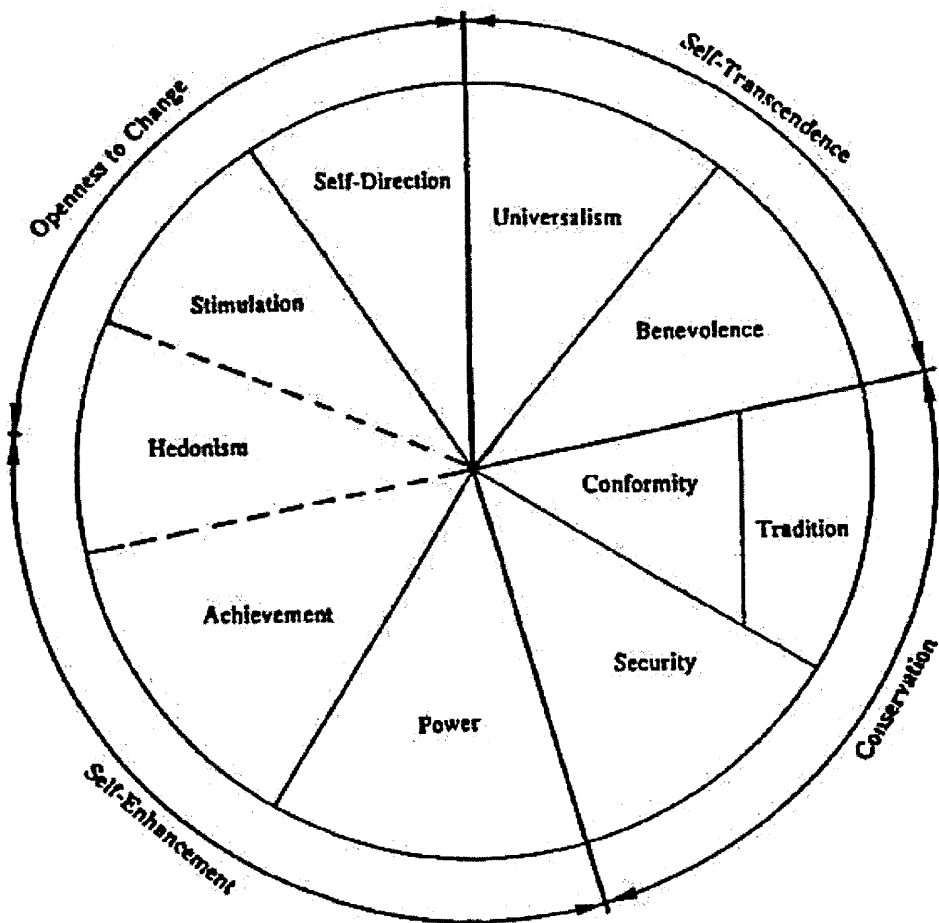
It is also worth looking at the possible classifications of values. For instance, Schwartz (1994) cites Rokeach, who made a distinction between personal versus social values as well as between moral versus competence values. Another possible categorisation is based on subjectivity. Objective values are usually physiologically determined, for example, an objective value can be a desire to avoid physical pain or to seek joy. On the contrary, subjective values vary across individuals and cultures and cannot be described as fixed or constant feelings. They adapt to man's belief and belief systems in many ways.

Finally, I present Rokeach's and Schwartz's categorisations, which also proved to be useful in my fieldwork. Rokeach evolved one of the first categorizations of values (Rokeach M. , 1973). **The Rokeach Value System** (cf. [Appendix 1](#)) consists of a list of 18 terminal and 18 instrumental values. The most progressive idea of his concept is that values can be viewed as both terminal and instrumental values. **Terminal values** refer to social and personal concerns representing the goals that we work towards and we would like to achieve. These values are desirable states of existence, which can vary among different groups of people in different cultures. In terms of behaviour, **instrumental values** are really relevant, because they can be interpreted as means to an end. These means consist of personal characteristics and personality traits such as honesty, politeness, and ambition, which influence the behaviour directly.

Schwartz developed a different method for the categorization of values. In order to compose his theory, he reviewed the Rokeach Value System and reconsidered Hofstede's cultural dimensions (Minkov & Hofstede, 2011). In addition, he incorporated the Inglehart World Value Survey map, which emphasizes the importance of religion and rationality (cf. [Appendix 2](#) [[worldvaluessurvey.org](http://worldvaluessurvey.org)]), into his value circle. Schwartz agrees with the assumption that values can be interpreted as goals, which, in turn, are behaviour-leading principles. Similarly to the Value Survey map, Schwartz deduces values from needs and distinguishes biological, social and welfare needs.

According to Schwartz, (1994) general values can be explained by using ten basic values which can be placed into four major groups along two perpendicular axes. The first axis opposes the openness to change, including self-direction and stimulation as sub-values, to conservation, which includes the sub-values of security, tradition and conformity. The second axis shows the path from self-enhancement to self-transcendence, and comprises achievement and power on the one part, and universalism and benevolence on the other part as determining values. The value of hedonism is placed between the two axes as both achievement and stimulation are close to it.

Figure 1 – Schwartz’s Theoretical Model



## 2.2. Values on Social and Cultural Level

Values can be the **lowest common denominator** in a society and bring consensus, but they can also create conflicts between groups with different value systems. As Révai (2007) argues, the problem is not caused by diversity but by dividedness and the lack of common values and this is the reason why it is necessary to interpret values on the cultural level, as well. According to Váriné (1987), values form the most important connecting **link between individuals and the society**, as they have an integrating function in society and in personality at the same time. Consistent with this argument, Csepeli (2006) claims that values evoke inner states of motivation in individuals providing one of the most crucial requirements to the achievement of important existential or social goals.

The close connection between values and cultures stimulate value-researchers to make cultural comparisons. One of the most famous studies is associated with **Hofstede**, who conducted an international survey with 117.000 respondents (from 50 different countries), between 1967 and 1973. Originally, he determined four dimensions of national cultures; the number of dimensions was later extended by Harris Bond and Minkov (Minkov & Hofstede, 2011).

### **Hofstede's dimensions of national culture**

- Power Distance Index
- Individualism versus Collectivism
- Masculinity versus Femininity
- Uncertainty Avoidance Index
- Long Term Orientation versus Short Term Normative Orientation (added by Harris Bond)
- Indulgence versus Restraint (added by Minkov)

It is worth highlighting the last dimension, which will prove to be relevant in my research as well. According to its description, indulgence is a term used in reference to people who allow themselves “relatively free gratification of basic and natural human drives” with regard to the feelings of joy and happiness, while restraint refers to people who prohibit themselves from such satisfaction by applying strict rules and conventions. Based on Appendix 3 (The Hofstede Centre, 2015), the indulgence score seems to be very different in Hungary compared to, for example, the data acquired in the neighbouring Austria or the United Kingdom. This observation supports the relevance of my research into this issue.

### 2.3. How Values Change

The question arises how **values** can be **changed** considering that they determine behaviour. According to Rokeach (1973), values usually develop throughout life and are not easily changed. This does not mean, however, that changing them is impossible. The most important value changing factors are mapped by the Common Cause Foundation (cf. Appendix 4 (valuesandframes.org)) Their list of determining elements include different life experiences such as childhood, education, first job and family as well as other external factors such as the media, politics etc.

People’s insistence on their values, can possibly be accounted for by fear of the unknown (in other words, lack of openness to change) or the conviction, which might be religiously driven, that they have already found the right path. Although openness to change, as a main value, is included in Schwartz’s value circle, belief-based insistence refers to Kantian ethics, which also needs to be part of the research field. Kantian ethics (Tengelyi, 1995) does not deal with individual happiness because it regards this notion as indeterminate; rather, it is aimed at finding a universal yardstick of morality which is independent of age, culture and all external factors. In all, insistence on values can be derived from consciousness and fear and provides an interesting area for further exploration within value research.



## 2.4. Happiness and well-being

In this sub-section I address the issue of how values can relate to happiness and well-being. There is no generally accepted idea about the meaning of life but I assume that being well and happy is essential for most people. However, these two different, yet overlapping, concepts can be interpreted in a number of ways.

According to McDougall (1926) two kinds of happiness must be distinguished. **Feel-good happiness** is sensation-based pleasure and can easily be achieved by sharing a joke or having a delicious meal. This type of happiness usually lasts for a few minutes or hours only. Quite the contrary, **value-based happiness** refers to the feeling that our lives have a purpose stemming from our deeper motivations and values. Value-based happiness rests upon the 16 basic desires<sup>1</sup>. There is no limit to how meaningful our lives can be but, to put it simply, we can say that the more desires are satisfied, the more value-based happiness can be experienced by individuals (Reiss, 2001).

With regard to communities, it is worth emphasising social contact, as one of the 16 basic desires. In my survey I will refer to a quote by Chris McCandless (Krakauer, 1996), who said, based on one of Tolstoy's books (Family Happiness, 1859), that "Happiness is only real when shared". In the present research this type of happiness has been renamed as **community-based happiness**. Community-based happiness has two dimensions: it can be interpreted as a goal in the life of an individual but also as a scene where happiness can be experienced.

Concerning **well-being** many different interpretations can be found, but in my research I emphasise its mental sense and the concepts related to sustainability. The subjective dimension of well-being is concerned with what people might call happiness or satisfaction.

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<sup>1</sup> Power, Curiosity, Independence, Status, Social contact, Vengeance, Honour, Idealism, Physical exercise, Romance, Family, Order, Eating, Acceptance, Tranquillity, Saving

It refers to people's cognitive and affective evaluations of their lives. These evaluations are based on people's emotional reactions to events and their perceptions about their current state of mind as well as the judgments they form about their life satisfaction (Diener et al, 2003). Concerning life satisfaction and values, Oishi et al. (1999) suggest that values moderate the relation between specific area satisfactions and overall life satisfaction. Besides, the effect of daily activities on daily satisfaction is also moderated by values.

The main components of well-being can be compared to a sunflower with its petals, based on Kerekes (2009). The following list identifies the petals of the sunflower, that is, the main components of well-being:

- health
- food, nutrition
- free time
- environment
- culture, education
- security
- democracy
- social infrastructure

The particular dimensions can come into conflict with each other, for example, in order to acquire material goods people often give up their free time or sacrifice their health. Yet we can say that subjective well-being embodies the quality of life on the individual level and gets reflected on the social level, too.

## 2.5. Materialistic and hedonistic values

Feel-good happiness, mentioned above, can serve as a starting point for an interesting side remark due to its links to hedonism and materialism. Hedonism can be described as gaining pleasure or sensuous gratification for oneself (Schwartz S. H., 2012), whereas materialism

is generally viewed “as the value placed on the acquisition of material objects” (Burroughs & Rindfleisch, 2002, p. 348). Thus we can say that materialistic consuming habits can satisfy hedonistic needs. In connection with well-being Burroughs et al. conclude that high levels of material values are negatively associated with subjective well-being. Furthermore, based on the results, they state that the “interaction between materialism and collective-oriented values is associated with a heightened degree of psychological tension” (p. 361). Although materialism promotes economic growth, in other words, materialism and hedonism are the most important driving forces of the constantly growing GDP, “materialism is supposed to result in behaviours destructive to nature”, as Csutora et al. (2014) say.

Referring back to the change of values, Santrock (2007) demonstrates that values of typically college-age students seem to have changed, whereby their beliefs and attitudes have also been affected. Over the last three decades this generation has become more interested in personal well-being and less interested in the well-being of others. This claim also justifies why it is relevant to address values especially in terms of well-being and sustainability.

## 2.6. Sustainable lifestyle

The word "culture" stems from a Latin root that originally meant the tilling of the soil in agriculture. In this sense it is interesting to link culture and sustainability, especially nowadays, when we can observe a constantly developing culture of eco-consciousness. Sustainable development as a term is being increasingly used in public discourse and refers to development “that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Our Common Future 1987, p. 27). Based on this definition, the meaning of **sustainable lifestyle** can be narrowed down to cover the individual’s effort to live in a way which enables future generations to benefit from the same opportunities that we have at our disposal in the present.

The most widely-used indicator in measuring the sustainability of lifestyles is ecological footprint. It demonstrates the amount of land and water a human society at a given level of technological development needs in order to sustain itself and dispose of the waste it has produced.

Ecological footprint can be calculated for each individual (but, by using aggregate data, it can also be applied to towns / cities, companies or countries) and covers four main areas of life:

- (1) Food and diet: the amount of food wasted and thrown away; locally produced food; etc.
- (2) Travelling: the use of cars/motorcycles, the type of engines used (petrol, diesel or electric); etc.
- (3) Home: living in a flat or in a detached/semi-detached/terraced house; the amount of heating in winter; etc.
- (4) Stuff: buying new furniture, clothes, footwear or beauty and grooming products, having pets and buying pet food, recycling and/or composting; etc.

According to Kerekes et al. (2015), the most effective way of significantly reducing our ecological footprint is to incorporate sustainability into our lifestyles and consumption. At the same time, Csutora (2012) points out that there is no significant difference between the ecological and carbon footprint of the most eco-conscious consumers compared to the least eco-conscious ones, since eco-conscious consumers are only open to steps that do not have a huge effect on ecological footprint (e.g. switching off stand-by mode, selective collection of waste, etc.) This does not mean, however, that eco-conscious attitudes can be neglected; Csutora's argument merely supports the idea that individual commitment has to be supplemented by systemic measures, which, in turn, require a sustainable way of thinking based on values and convictions. Deep and lasting changes can only be achieved if consumption and lifestyle are made sustainable. In practice this means reducing the

percentage of raw material in products and services (dematerialisation), extending the lifespan of products, improving eco-efficiency (reducing the amount of environmental burden associated with the production of a product or service unit) and cutting down on consumption. Promoting local products and local services instead of industrial products transported from a long distance can also be a solution, since it supports the development of a decentralized process whereby environmental effects of transportation are mitigated and local employment is strengthened.

## 2.7. Sustainability and pro-environmental behaviour

Sustainability is not a specific value, although eco-conscious behaviour might be composed of several values. These green values could be interpreted as, for instance, universalism, tradition or conservation, or even independence. This last concept becomes relevant in the description of lifestyles that strive at self-sufficiency and refrain from the use of chemicals or the products of multinational companies.

On the level of practical implementations, behaviour is in a direct relationship with well-being and sustainable lifestyles. This means, that behaviour basically depends on how an individual relates to e.g. environment protection, while their motivation is rooted in the basic values described earlier with the help of Rokeach's value definition.

Existing studies about the concepts in question reveal a number of connections between happiness, well-being, sustainability, values and behaviours. Kjell (2011) examines the potential synergy between **sustainability and well-being research** and asserts that "well-being research can profoundly clarify and strengthen sustainability research, for example, in the process of setting, monitoring and reaching well-being related sustainability goals" (p. 264).

Brown and Kasser (2005) found that people who voluntarily attempt to live a more simple life have smaller ecological footprints and higher levels of life satisfaction than their fellow-

citizens. Corral-Verdugo et al. (2011) also found **correlations between happiness and sustainable behaviour**. In the context of the “positive psychology of sustainability” (p. 101) they considered both the positive predictors and the positive (mainly intrinsic) consequences of sustainable behaviour. In their research, frugality, equity, altruism and pro-ecological behaviours were found to be predictors of a construct they called ‘sustainable behaviour’, and such ‘sustainable behaviour’ was significantly associated with happiness (as a possible positive intrinsic consequence).

Besides the connection between materialism and psychological tension, negative correlations between measures of egoistic values and indicators of environmentalism have been established (Stern, 2000). Stern also argues that the environmentally significant behaviour of the individual can be changed by interventions, and that one possible solution is the religious and moral approach, which appeals to values and the sense of purpose in order to change broad worldviews and beliefs. Furthermore, attitude-forming education, material incentives for eco-friendly lifestyle and community management are also possible instruments of promoting pro-environmental behaviour.

## 2.8. Conclusion of the literature

The aim of this literature review has been to briefly introduce and define the basic concepts of values, culture, happiness, well-being and sustainability and to emphasise the most relevant aspects, such as materialism or adherence to usual habits, all of which can contribute to my research. With the help of these notions I could develop specific statements, which are presented in the next section. The concepts discussed here have also served as links between previous studies in the research field and my own hypotheses.

### 3. METHODS

In this section I outline the methodology used in the survey and present the steps of application. However, before focussing on Q methodology itself, it is worth having an overview of other alternative qualitative research methods.

#### 3.1. Alternative approaches

The most commonly used method for collecting value data is the use of rating scales (Lee & Soutar, 2010) even if this method requires representability and a large sample size. Schwartz's Value Survey also applied a numerical rating approach to measure values. Respondents were given 21 statements and they had to decide to what extent these statements were characteristics of them and their lives<sup>2</sup> (Schwartz S. H., 2002).

Csutora and Zsóka's study "*May spirituality lead to reduced ecological footprint?*" (2014) was based on a survey of a representative sample with more than a thousand participants. Researchers used the method of personal inquiry, which is the most widespread method in Hungary (Pintér & Kátay, 2010), but funding needs and complexity often pose serious obstacles to its application.

The Rokeach Value Survey (1973) is based on the ranking of terminal values and instrumental values. Respondents had to rank the importance of items on both lists of values, which meant that each of the 16 statements had to be ranked twice. Participants answered the question about extent to which the values on the list may act as a guiding principle in their lives.

#### 3.2. Introducing the Q methodology

The Q Methodology was originally developed by William Stephenson in 1935. His original purpose was to create a new research method, which is able to study people's "subjectivity".

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<sup>2</sup> Numerical ratings between 1 and 6.

1 = 'Very typical of me' and 6 = 'Not typical of me at all.'

Initially, it was used in clinical settings for testing patients, and later it evolved to provide a new, interesting and innovative approach in research settings to examine how people think about a certain topic. “The Q-methodology is listed among qualitative methods due to its emphasis on the subjective nature of attitudes and opinions” and “is primarily used to explore opinions, attitudes or orientations and value systems” (Hofmeister-Tóth, 2005, p. 2).

According to Hofmeister-Tóth (2005), the most important areas of Q-methodology applications have been political public opinion and attitude research, clinical psychology, pedagogy, research into marketing-, media-, and advertising as well as studies of consumer behaviour, environmental awareness and gender specificities. Q methodology is particularly useful in cases when researchers aim at a deep understanding of the variety of subjective viewpoints on topics.

The method focuses on the subjective dimension of an issue via different points of view, which are expressed by different statements. The participants have to sort the statements, which are printed on cards, according to what extent they agree or disagree with them. The statements have to be placed in a normal-distribution-based table, which means that most of the statements are assigned into neutral positions and the rest are distributed symmetrically on the positive and the negative side. Depending on the number of statements, researchers prepare a template in which all the statements must be placed. In other words, this is a forced normal distribution, since participants must arrange all the statement cards in the given bell-shaped template.

Out of the possible alternatives Q methodology has been chosen as the method of the present study for several reasons. One of the reasons is that the collection of representative data, without which general conclusions regarding the whole population cannot be drawn, would have been really difficult to implement in this case. Regardless of whether data is collected on paper or online, respondents are usually associated with the researcher in some way and this also reduces the representative value of the survey. Focus group interview as a



qualitative method could have been a viable alternative but it would have limited the number of test persons to 6-10 per group and the data obtained would have been difficult, if not impossible, to analyse in a quantified manner. Q methodology enabled me to select a varied sample and get to know the various opinion groups; also, its relative rarity as a method seemed to be an interesting challenge.

In terms of ranking, Schwartz's method is similar to Q methodology, because statements have to be compared with each other. Although Q methodology is similar to numerical ratings, it limits the number of statements with a given score. The consequences of this constraint will be explained later. The novelty of the methodology lies in the fact that it is able to display person- or group-specific opinion-patterns numerically. Q methodology is a widely used method in studies dealing with sustainability and environmental management. For instance, Frantzi et al. (2009) used Q methodology for exploring discourses on the effectiveness of an international environmental regime. In addition, Zsóka (2007) used the methodology in order to facilitate the debate about pro-environmental behaviour in companies and to indicate "the need for a stable and unambiguous integration of environmental values into organisational culture" (p. 109).

Q method is also an appropriate and relevant tool in exploring and studying attitudes, as Cross (2004) argues. According to him, this methodology is a "more robust technique than alternative methods, for the measurement of attitudes and subjective opinion" (p. 206.). Therefore, Q methodology seems to be an applicable methodology if we want to investigate the relationship between values/behaviour and happiness/sustainable thinking.

### 3.3. Ontological and epistemological position

As Ramlo and Newman (2011) formulate, William Stephenson created Q methodology “in order to objectively study subjectivity, which appears to us to be inherently a mixture of methods, qualitative and quantitative (p. 186)”. Similarly, Tashakkori and Teddlie (2009) claim that social and behavioural studies contain both quantitative and qualitative approaches to different extents. As later explained in more detail, formulating the Q set (set of statements) and setting up the conditions of the research is qualitative, but the analysis process and creating the opinion groups (factors) is quantitative.

Considering many factors (objective-subjective purpose, explanatory-exploratory, numeric or narrative data, structured/close-ended – open-ended, statistical or thematic analysis, probability or purposive sample, deductive or inductive inference and value neutral or value rich), Ramlo and Newman (2011) cite Tashakkori and Teddlie’s (2009) conclusion about The Multidimensional Continuum of Research Projects, which states that “Q methodology is most frequently a mixture of aspects from the post-positivist view of research (quantitative) and the constructivist view of research (qualitative)” (p. 186).

### 3.4. Generating the Q set

In the following I will introduce the basic steps of the method. According to Watts and Stenner (2012), the first phase is the formulation of the statements. The ideal number of statements is usually between 40 and 80. If the number of the statements is too small, they may not be sufficient to explore all the viewpoints, but if there are too many statements, people may refuse to participate or they might become confused.

First I had 50 statements which involved 6 different topics. This was followed by the pilot test, in which 4 people participated plus my supervisors and myself. After the testing process my experience was that some participants did not understand why they had to arrange their responses in a normal distribution scheme. One of the participants complained that he

wanted to put more statements to the positive extreme, but the two slots available did not allow him to do so. This feedback indicated that either the statements themselves or the instructions to the task were unclear. After this occasion I felt it was more crucial to create good statements and inform people well about the aims of Q methodology.

Based on this and other feedback, I reduced the number of statements to 42. The overlapping items were filtered, and some statements were reformulated to avoid one-sided sorting, because too many positive or negative statements can distort the data.

The purpose of the statements was to apply the literature reviewed in Section 2 and involve the most important concepts comprehensively. Finally, the following range of classification was developed:

1. Self-enhancement
2. Self-transcendence
3. Indulgence vs. Restraint
4. Behaviour
5. Well-being

Classes 1 and 2 were derived from Schwartz's Value Circle, while Class 3 was developed by Hofstede. Classes 4 and 5 basically included my own ideas related to these topics. It is obviously possible to classify the statements in a different way because some statements overlap or refer to both values and behaviour at the same time. For instance, it could have been justified to develop a separate category for 'Sustainability'. Still, instead of a separate sixth class, statements referring to eco-conscious lifestyle and a basic value at the same time were grouped under one of the five classes above based on the basic value dimensions of the statement (e.g. the concept of universalism in the case of Statement 19 is related to self-enhancement in Class 1).

In formulating the statements I relied on Schwartz’s (2002) value test, which provided a solid basis for the most important statements. 14 statements of his 21 items were applied in my survey; this is indicated in the following categorical Table 1<sup>3</sup>. In order to make statements more personal I formulated them using the first person singular but I tried to avoid biased wording because a Q set fulfils its purpose only if the participants are not aware of the presumptions or expectations.

Table 1 - The developed statements

<i>Self-enhancement</i>		
<i>No. of statements</i>	<i>Sources</i>	<i>Statements</i>
1.	Achievement / Self-enhancement Schwartz’s test (V4)	Showing my abilities is very important. I want people to admire what I do.
2.	Power/ Self-enhancement Schwartz’s test (V17)	Being respected is important to me. I want/would like to make a big impression on others.
3.	Schwartz’s test (V2) Power / Self-enhancement + materialism	It is important to be rich. I want to have a lot of money and to own expensive things.
4.	Voluntary work	Basically, I am not motivated by volunteerism in communities.
<i>Self-transcendence</i>		
5.	Universalism (V3)	I think, being equally treated is important. Everyone should have equal opportunities in their lives.
6.	Universalism (V8 - reserved)	I don't really care about the opinion of those who think differently from me.
7.	Universalism (V19)	I strongly believe that people should protect nature. Taking care of the environment is important to me.
8.	Nationalism and local patriotism, + eco lifestyle	I feel obliged to buy domestic/Hungarian products.
9.	Nationalism	My homeland's problems/issues are, in every respect, more important to me than global problems/issues.
10.	Benevolence (V12)	Helping people around me is very important. I care for the well-being of others.
11.	Based on Kantian ethics	I insist on my values (or value system) under all circumstances. I always act accordingly, even when this is not generally expected, or when others suggest something else.
<i>Indulgence versus Restraint</i>		
12.	Hedonism / Openness to change (V10)	I take every opportunity to do things that make me feel good.

<sup>3</sup> V1, V2, V3, V4, V5, V8, V10, V11, V12, V15, V16, V17, V19, V20 refer to the items in Schwartz’s test.

13.	Conformity / Conservation (V16)	It is always important to me to behave appropriately. I want to avoid doing what others would say is wrong.
14.	Self-control	I think that self-control and temperance are honourable traits. I consider them virtues; therefore, I try to act and behave accordingly.
15.	Time planning + hedonism	My motto in life: Seize the day! (Carpe Diem) / Live in the moment!
16.	Social norms	Rules are important, but small violations are OK. You shouldn't take everything so seriously.
17.	Social norms	I expect others to adapt to social norms.
<b>Behaviour</b>		
18.	top-down thinking	Decision-makers / politicians must change first, then the people.
19.	bottom-up thinking	I believe in public power. If the people do not take any steps forward, what should you expect? This is the only way to change.
20.	materialism and eco-behaviour	As long as I don't have a solid financial background, I don't want to make strong efforts to pursue an environmentally friendly lifestyle.
21.	Mentality	It doesn't matter what we do. Things are going in the wrong direction anyway.
22.	Self-direction / Openness to change (V1)	Making up new ideas and being creative are very important to me.
23.	Self-direction / Openness to change (V11)	I consider making my own decisions very important. I prefer to be free and independent.
24.	Stimulation / Openness to change (V15)	I look for adventures and like taking risks. I would like to have an exciting life.
25.	Security / Conservation (V5)	Security is important in my life. I avoid everything that might risk my safety.
26.	Tradition / Conservation (V20)	Traditions are important to me. I try to observe the customs of my religion and/or my family.
27.	Tradition / Conservation	I find different ethnic groups, religions or lifestyles around me disturbing.
28.	determination - social dependency	I would gladly change my lifestyle and my habits, but I don't really feel like doing it on my own.
29.	participation	I am not motivated by active participation in collective initiatives.
30.	Trust, confidence	I don't have trust in people.
31.	Awareness	Before my decisions, I always stop to think about the usefulness of the product I would like to buy, or what the right thing to do would be.
<b>Well-being</b>		
32.	Sustainability	I'm willing to reduce my demands now, so that later I could live a more satisfied life with even better conditions.
33.	Community and happiness	Happiness is only real when shared.
34.	Simplicity	It is needless to contemplate about happiness too much. You have to study, work and complete your tasks. And, of course, you have to have fun sometimes. That's all.
35.	materialism	My well-being primarily depends on money and resources.





### 3.5. Selecting the P (Participant) set

As far as participants are concerned, generally, it is enough to create a sample with roughly 20 to 80 people; therefore, in my case the aim was to have 30 to 40 test persons. According to Brouwer (1999) the “P set is usually smaller than the Q set”, which criterion was fulfilled by having 33 respondents in the end. When selecting the interviewees, the aim was to demonstrate the structure of opinions in order to make the similarity and diversity of the different viewpoints visible (van Exel, 2005). If people feel very differently about issues, Baker (2013) argues that “additional respondents are going to change the findings very little”, because the diverse selection of people can result in the same or even better findings than a large number of randomly selected participants.

In other words, the study was an attempt to collect the range of existing opinions about the issue and not to estimate population statistics. For this reason, random samples are neither relevant nor appropriate, as participants are representatives of a certain culture. Thus, the present study cannot provide a population-wide statistical estimate for the proportion of people who would agree with the various statements.

Watts and Stenner (2012) provide some examples for the selection of participants and based on those examples participants in my survey were selected so that they would differ in gender, age, place of residence and education. Basically, I relied on my personal contacts when making survey requests but in order to fulfil the requirement of diversity, I approached young people with different ways of thinking. Because of the supposed similarity in thinking, I did not ask my friends and my family members to participate, but I encouraged them to recommend me people who would fulfil the above-mentioned criteria and I was constantly monitoring the diversity of the sample.

### 3.6. Collecting Q sort data

I started the field work on June 6 and the last sorting was on June 20. Within these two weeks I organised one group session (06/06/2015) when 8 applicants sorted the statements simultaneously. Later, I had 15 separate sessions with the rest of the participants. Most often, there was only one person, but on three occasions there were two people at the sessions. I tried to gather people and form groups, as I preferred saving time. Besides, I thought participants would be more willing to take part, if they knew that others would also be participating and the session would be fun. At first, this concept worked, but later it failed as I could not find dates that would be suitable for several people at the same time. In this respect, summer is not the best time for field work due to the fact that the exam period in Hungary lasts from the middle of May to the end of June and that some people had already gone on vacation.

During the sorting process each respondent got an envelope with the 42 statements and with the bell-shaped table. They were given the following instructions in advance:

- *You can swap the cards in the table freely. You will probably have to try several arrangements, because it is almost impossible to find the best place for each card right away. Only the end result will matter, during the sorting process you can exchange the cards as you want.*
- *You have to arrange all the statements in the pyramid. None of them can be skipped.*
- *It is possible that the positive or the negative statements are going to be in majority, but this is not a problem. The main point is to understand the statements thoroughly because you are expected to decide to what extent you agree or disagree with them relative to each other.*
- *The scale is valid only from left to right (vertically). The bottom to top (horizontal) arrangement of the cards doesn't have any significance."*



It is also important to emphasise, that the participants were not aware of categories behind the statements or the aims of the survey. Besides, the respondents who were sorting in groups could not communicate with each other during the test. However, by using open-ended questions, it is possible to provide opportunity for the participants to comment on the sorting process; therefore, in order to facilitate the sharing of opinions, there was a time period set aside for free discussion after the sorting session. The sorting process usually took half an hour per respondent but the extremes varied between 20 minutes and 90 minutes. After the sorting process the discussions were also of varying length, typically they took 30 minutes or more.

### 3.7. Analysis and interpretation

The data recording was a multi-stage procedure. I took a photo of all the completed tables (cf. [Appendix 5](#)). In order to analyse the data I used the PQMethod software (2.35 version), which is a DOS-based statistical program designed for the requirements of Q studies (Schmolck, 2014). This software uses the statistical method of factor analysis and performs the rotation of factors with the varimax procedure. After the sorting process I copied the responses to the PQMethod software. Finally, factor arrays were generated and the relations between them were interpreted.

### 3.8. Bias

It is worth mentioning the kinds of presuppositions I had before starting the field work. I expected that people would not be interested in this topic and participants would just get over with the survey. For this reason I asked potential participants to work thoroughly and told them that participation was not compulsory but if they decided to conduct the task, they should do it carefully.

Regarding the statements, I assumed that current politics would have a large influence on people. I expected Statement 27 about inclusion (acceptance) and tolerance to be a pivotal

issue because of the migrant crisis. Similarly, statements about top-down and bottom-up activities and about participation in civil initiatives are also affected by politics. Furthermore, I thought that happiness based on individual decisions would stand out among others and that ‘carpe diem’ thinking would be characteristic of the youth. I assumed that the statements referring to materialistic values would receive neutral rating or that people would not acknowledge them and give them high positive scores. I anticipated that experiences would play a more important role in the thinking of the youth than the prospect of consuming and becoming rich. Finally, I expected the statements on self-enhancement and self-transcendence to be less pivotal in generating the factors than the statements on behaviour and well-being.

### 3.9. Reliability issues

According to Nicholas (2011), reliability can be defined as the consistency of measurement. In other words, reliability means the repeatability or replicability of a measurement. According to van Exel (2005) replicability is the most important type of reliability for Q methodology.

During the course of the field work, I tested the statements several times and, based on my experiences, I think that my survey is repeatable and applicable in the case of other age groups as well. A proof of this claim is the fact that participants of the pilot test conducted the research task in the final survey as well and their responses to the statements in the final survey were completely consistent with their earlier responses.

Reliability could be further supported by recruiting a larger number of participants. A larger p-set could provide stronger statistical argument in common methodologies but in Q methodology, in the case of a well-selected and well-structured sample, larger p-sets would not result in better findings, as I mentioned earlier in Section 3.5.

4. FINDINGS

38 people were approached with the request to participate in the survey; out of them 33 (15 males and 18 females) were finally willing to carry out the survey task. Table 3 below is a summary of the main respondent data.

Table 3 - Participant features

Age	mean age	24,98 years
	extreme values	18 and 31 years
Gender	Male	15
	Female	18
Town	Budapest	11
	Budapest, but earlier countryman	5
	Kiskőrös and its surrounding areas	9
	Bonyhád and its surrounding areas	8
Education	Graduated or in progress (BA, MA or higher)	26
	Non-graduated, blue collar workers	7
Status	Student	10
	Working	14
	Studying and working	9

As shown in Table 3, I tried to gather theoretically relevant young people from different towns and villages; furthermore, I tried to exclude my circle of friends in order not to influence the findings in any way. The different backgrounds and qualifications of participants point at differences in ways of thinking and views of life. The structured sample fulfils the criterion of the participant selection according to which respondents are expected to have “a clear and distinct viewpoint regarding the problem” (van Exel, 2005). With regard to Q methodology, we can say that the sample size was adequate, because, as earlier discussed, the process does not require representativeness among the respondents.

4.1. Settings in software, analysis process

As I mentioned, I used the PQMethod software. The first step was entering the data into the software. After taking the appropriate actions, I obtained 8 unrotated factors, which is the maximum limit of possible factors. The results were examined in the cases of three, four, five, six and seven factors, but I finally decided on a five-factor solution. My study shows the results of this setting.<sup>4</sup>

After the automatic pre-flagging process, there were 12 participants who could not be categorised automatically; although based on their factor values their responses could also be assessed. Table 4 shows the final factors and the respondents who form these groups.

Table 4 – Number of people forming the factors

Factors	1	2	3	4	5
Number of Defining Variables	2	11	11	2	7
(Without manual flagging)	(2)	(8)	(7)	(1)	(3)

12 factor numbers were not directly classifiable based on the automatic pre-flagging, but 11 of them were without a doubt decidable. One of the respondents could have been categorised into Factors 2, 3 and 5 at the same time, but I grouped this participant under Factor 4. In my opinion, this was the most adequate choice based on the respondent’s post-test comments and her mentality I had observed. Nevertheless, I emphasise that she is an intersection case if factors are viewed as overlapping sets.

The number of participants associated with the given factors might seem insufficient, but based on Brown (1978) van Exel (2005) argues that “the number of factor forming

<sup>4</sup> The three and the four-factor solutions seemed to be too superficial and in those cases there was always a factor that was represented by one person only. These solutions might not explain the diversity of respondents well enough. On the other hand, the six and seven-factors solutions resulted in exaggeratedly overlapping factors with high correlations and factors with small samples.

participants is of less importance than who they are; in the total population the prevalence may be much higher” (p. 6).

Appendix 6 /Page 5/ includes a factor matrix with an X indicating the defining sorts in the case of the 33 respondents. The rows with bold numbers show the manually flagged participants. In these rows (similarly to the normal rows) the X refers to cases (factors) in which the factor weigh (correlation) was statistically relevant ( $p < 0,01$ ). The factors together account for 69 (=7+22+20+5+15) percent of the variance.

It is important that the factors should not be interpreted as separate and detached groups. Between factors there exist connections of varying strength. In Table 5 below we can see the correlations between factor scores, which signal the extent to which factors link to each other.

Table 5 - Correlations between Factor Scores

Factor numbers					
	1	2	3	4	5
1	1.0000	0.1783	0.1308	0.0976	0.0155
2	0.1783	1.0000	0.6297	0.2350	0.6550
3	0.1308	0.6297	1.0000	0.3793	0.7610
4	0.0976	0.2350	0.3793	1.0000	0.3462
5	0.0155	0.6550	0.7610	0.3462	1.0000

In other words, some statements are more important in certain factors than in others and this causes overlapping between the relevant statements. The more important the common statements in two factors are, the higher the correlation number between them is. The relatively high correlation numbers associated with Factors 2, 3 and 5 (marked with yellow) show that there is a strong connection between these groups; we can see an especially high correlation between Factors 3 and 5. Factors 2, 3 and 5 all emphasise happiness and family-

oriented thinking, but it is still worth distinguishing between these factors because the rest of the statements highlight further dimensions.

#### 4.2. Factors

The ranking of statements by respondents forms the basis of calculating the normalised factor values (Z-values) in each set of opinions. Z-values show, by means of the index number of standard deviation, to what extent the valuation of a given statement deviates from the mean within each group. The highest Z-value statements in a certain factor are the ones which the participants in that factor principally agreed on. Similarly, the lowest Z-value statements are the ones they least agreed on. Ranking the statements in factors helps us determine which set of opinions were the most or least agreed upon, and which of the statements were neutral to test persons (Gulácsi, Péntek, & Hajdu, 2011). The statements with a Z-value (absolute) above 1, or in case of non-agreement below -1, are the most decisive in the description of a given factor.

#### Disagreement and Consensus

The distinctive statements are the ones which distinguish a factor or set of opinions from the others. This may be either because the group agrees on the given statements more (or less) than the other groups, or because, unlike others, the group considers a statement (or more statements) neutral.

As shown in Appendix 6 / page 26, the analysis provides a table of disagreements and consensus. The first few rows show consensus and the last relevant rows indicate disagreement. The disagreements (Table 6) are especially important because they make it possible to form factors and distinguish between different ways of thinking. Consensus may occur in any of the columns, for example, in case of Statement 1 at +2, or in case of Statement 21 at -4. With Statement 16 there is consensus in the neutral position, which means that for

the young people participating in the survey alignment with rules and norms is completely neutral.

Table 6 – Disagreement statements

	Factors				
	1	2	3	4	5
[...]					
35) My well-being primarily depends on money and resources.	2	-2	-1	0	-3
15) My motto in life: Seize the day! (Carpe Diem) / Live in the moment!	-3	-3	-1	1	-1
27) I find different ethnic groups, religions or lifestyles around be disturbing.	1	0	-3	1	-2
<b>33) Happiness is only real when shared.</b>	1	4	4	-1	4
10) Helping people around me is very important...	-3	1	1	-1	3
34) It is needless to contemplate about happiness too much...	2	-1	-2	4	1
39) It is important to have a job that is meaningful and useful...	-1	4	3	1	4
<b>11) I insist on my values (or value system) under all circumstances.</b>	-1	1	3	-2	2
<b>3) It is important to be rich.</b>	3	-4	-1	-2	-2
<b>40) For extra money I would be ready to do a job which I don't really like.</b>	4	-1	0	0	-4

As seen in Table 6, the value separating the groups from each other is the meaning and quality of work as well as money and material goods. In this respect, we can say that one of the significant differences between factors is brought about by a materialistic way of thinking; in addition, concepts about happiness, altruism, acceptance of strangers and insisting on values also strongly distinguish factors. This claim will be explained later.

In the case of consensus statements (Table 7), the attitude of various opinion groups is similar. This means, that groups agree, disagree or were neutral with respect to a given issue in the same way.

Table 7 – Consensus statements

	Factors				
	1	2	3	4	5
1) Showing my abilities is very important. I want people to admire what I do.	2	2	1	2	2
21) It doesn't matter what we do. Things are going in the wrong direction...	-4	-3	-4	-4	-2
6) I don't really care about the opinion of those who think differently from me.	0	-1	-1	0	-1
16) Rules are important, but small violations are OK.	-1	0	1	1	0

By ordering the Z-values, it is possible to generate the mean Q-sorting for all factors. The original matrix can be filled due to the general features of the factor. The Q-sorting characterising the five factors is shown in [Appendix 6 / page 26](#).

In the following, I will introduce the five factors derived from the data; all of them have been named after their most characteristic traits. However, before the introduction of the factors, it is very important to mention that the factors are not groups of statements but different groups of people. The names of the five factors can nevertheless help to understand differences and make clearer interpretations. In Tables 8, 9, 10, 11 and 12 I underlined ‘fault rows’ in the Z-values. These lines clearly indicate which statements are the ones that primarily distinguish the factor in question from the others.



Factor 1 – The “Security-Oriented”

Table 8 – Factor 1

40) For extra money I would be ready to do a job which I don't really like.	2.337
25) Security is important in my life. ...	1.752
3) It is important to be rich. ...	1.476
32) I'm willing to reduce my demands now, ...	1.200
13) It is always important to me to behave appropriately ...	1.168
42) My happiness is solely my own responsibility...	1.137
[...]	[...]
19) I believe in public power...	-1.137
26) Traditions are important to me...	-1.168
10) Helping people around me is very important...	-1.200
8) I feel obliged to buy domestic/Hungarian products.	-1.232
15) My motto in life: Seize the day! (Carpe Diem) / Live in the moment!!...	-1.721
21) It doesn't matter what we do...	-1.752
37) I can imagine having a fully satisfying life without founding a family.	-2.337

Factor 1 includes people who want to be wealthy and prefer to live in a secure environment. They can be characterized as people for whom money is more important than being satisfied with their job.

People belonging to this factor suppose that they are able to manage their own lives; in addition, they think long-term and have lifetime goals rather than just present ambitions. However, this does not mean they are materialistic people; on the contrary, based on Statement 37 they are seen as strongly family-oriented persons who are committed to their families. This is why money is necessary for them: to provide a secure family background. At the same time, it is also very important to mention that these people are strictly rule-abiding. On the other hand, they are not closely connected to other people and communities. Altruism (helping others) and traditionalism are not characteristic of the members of this factor or, at most, these features appear in their family lives only.

Happiness does not stand at the centre of their everyday lives. According to them, happiness primarily depends on the decisions and attitude of the individual and every person needs to struggle to reach it.

## Factor 2 – The “Curious / Eco-Conscious”

Table 9 – Factor 2

39) It is important to have a job that is meaningful and useful.	1.732
33) Happiness is only real when shared.	1.590
14) ...self-control and temperance...	1.544
36) I find self-sufficiency reassuring...	1.327
32) I'm willing to reduce my demands now,	1.320
31) Before my decisions, I always stop to think about the usefulness...	1.319
[...]	
28) I would gladly change my lifestyle and my habits, but...	-1.254
20) As long as I don't have a solid financial background ...	-1.560
15) ...Seize the day!...	-1.645
21) It doesn't matter what we do...	-1.675
3) It is important to be rich...	-1.807
37) ...family...	-1.960

Factor 2 includes people who find living a meaningful life important and who are not satisfied with useless and monotonous jobs. Money itself does not make them happy. The motivating force is family and mental well-being, which is reflected by happiness and a meaningful job.

They are emotion-driven people but at the same time rationality appears in their consuming habits. Based on the ranking, we can say that Statements 14, 31, 32 and 36 refer to the importance of eco-consciousness in their lifestyle. It is also interesting to highlight the motif of self-sufficiency as well as Statement 28, which shows their desire for independence.

It is interesting that self-control and temperance appear in this factor. Previously, I assumed that Statement 14 is going to be neutral for almost everyone. However, people belonging to the Factor 2 do not seek an exhibitionistic way of life and, similarly to Factor 1, they tend to think long-term rather than just in the present.

Factor 3 - “Creative Universalists”

Table 10 – Factor 3

33) Happiness is only real when shared.	2.037
22) Making up new ideas and being creative are very important	1.495
23) I consider making my own decisions very important.	1.442
39) It is important to have a job that is meaningful and useful.	1.428
11) I insist on my values under all circumstances...	1.394
5) I think, being equally treated is important.	1.261
[...]	
28) I would gladly change my lifestyle and my habits, but...	-1.231
20) As long as I don't have a solid financial background, ...	-1.246
29) I am not motivated by active participation ...	-1.247
9) My homeland's problems are [...] more important...	-1.671
27) I find different ethnic groups, religions or lifestyles around be disturbing.	-1.719
37) I can imagine having a fully satisfying life without founding a family	-1.807
21) It doesn't matter what we do...	-2.031

For people in Factor 3, happiness, optimism and family-oriented thinking are all important issues, similarly to respondents in Factor 2. At the same time, creativity appears as a new key element, which can be a very good determining trait of this factor. Creativity is associated with individual decision-making (Statement 23) just as with persistence (Statement 11) but, instead of using these features to pursue a career or make money, representatives of Factor 3 are attracted by new and meaningful activities.

Furthermore, this factor includes people who are open to the changes of the world and are able to think globally but at the same time act locally, as René Dubos’s famous phrase claims it ([freakonomics.com](http://freakonomics.com), 2010). Statements 28 and 29 refer to their willingness to act and the above-mentioned Statement 23 assumes their determination.

Partly, Schwartz’s ‘universalism’ concept also appears in this factor. As the definition says universalism is characterized by “understanding, appreciation, tolerance, and protection for the welfare of all people and for nature” (Schwartz S. H., 2012, p. 7.), the same values that Statements 9 and 27 also refer to. Creative Universalists in Factor 3 accept different cultures and religions, and they prefer the equality of all human beings to national issues.

Although environmental protection cannot explicitly be considered a determining factor, we cannot say that it is not important for people in Factor 3; it merely received less importance in the ranking. For instance, Statement 7 directly follows Statement 5, as shown in Appendix 6 / page 25. At the same time, it is true that for people in Factor 2, sustainability is more important than for Creative Universalists.

Factor 4 - “Independent Builders”

Table 11 – Factor 4

42) My happiness is solely my own responsibility ...	2.024
<u>34) It is needless to contemplate about happiness too much. ...</u>	<u>1.767</u>
12) I take every opportunity to do things that make me feel good	1.389
36) I find self-sufficiency reassuring ...	1.304
25) Security is important in my life...	1.268
19) I believe in public power...	1.218
[...]	
20) As long as I don't have a solid financial background,	-1.268
17) I expect others to adapt to social norms.	-1.304
18) Decision-makers / politicians must change first...	-1.389
<u>29) I am not motivated by active participation...</u>	<u>-1.475</u>
28) I would gladly change my lifestyle and my habits, but...	-2.024
21) It doesn't matter what we do...	-2.109

Those who belong to this factor do not contemplate on happiness too much. They assume that it is an inherent part of life and of individual decisions and it is needless to think too much about it. On the other hand, it is interesting that the first two determining statements concern happiness, so in this respect happiness itself actually is a central issue for them; they might just not associate it with the communal dimension of life. Statements 34 and 12 refer to physical/material well-being; thus we can say that for people in Factor 4 happiness might appear on a material level. It can be stated that this group is the most hedonistic compared to other factors. Statement 14 does not appear in the list but if we check Appendix 6 / page 25 we can see that the people listed here do not think self-control and temperance are important.

I compare this group to independent bricklayers who do their job in a fair way, but do not complicate life. Rather, they are optimistic and they are able to make decisions on their own. Just as laying bricks is a symbol of bottom up activities, members of this group believe in public power and, according to them, society together can build new frames. In this sense, their thinking is community-based but on a decision-making level they prefer to be their own masters.

Independence appears in the concept of self-sufficiency as well. Factor 4 people prefer living in secure conditions, they do not want to depend on large systems or take any risks. Besides their eco-friendly lifestyle (see Statement 20), this could be an important reason for the high ranking of self-sufficiency.

Factor 5 - “Community-Oriented Altruists”

Table 12 – Factor 5

33) Happiness is only real when shared.	2.153
39) It is important to have a job that is meaningful and useful.	1.524
10) <u>Helping people around me is very important.</u>	1.491
23) I consider making my own decisions very important	1.340
2) Being respected is important to me...	1.237
42) My happiness is solely my own responsibility ...	1.214
[...]	
21) It doesn't matter what we do...	-1.423
3) It is important to be rich...	-1.454
4) Basically, I am not motivated by volunteerism...	-1.457
30) I don't have trust in people.	-1.635
35) <u>My well-being primarily depends on money and resources.</u>	-1.640
40) For extra money I would be ready to do a job which I don't really like.	-1.817
37) I can imagine having a fully satisfying life without founding a family.	-2.077

Although in Factor 2 and Factor 3 community-based happiness also plays an important role, it is in Factor 5 that Statement 33 got the highest Z-score. Similarly, family-oriented thinking is crucial for people who belong to this factor, but, contrary to members of Factor 1 (who are also committed to their families), they are not willing to do meaningless or monotonous jobs for money only. Community-Oriented Altruists do not think that their well-being primarily depends on money and resources.

Altruism as a value is derived from the importance of helping people in Statement 10, which was most commonly placed in the +3 column. Community-Oriented Altruists are also characterised by trust in people and they are motivated by volunteerism in communities. Although it is presumable that Altruists consider being treated equally (Statement 5) important, having a meaningful job is ranked higher.

An interesting dichotomy can be observed in this group. On the one hand they like working for communities and consider community-based happiness and family as central issues; on the other hand, the individual freedom of choice and respect are also important for them. This shows that they take responsibility for their decisions and, consequently, expect others to respect them.

### 4.3. Feedback on methodology

Most participants enjoyed the Q-sorting process. More than 20 people out of 32 said they had found the task useful because although they were not used to thinking about their lives this much it was good to stop for an hour and speak about how they felt.

After the first session, when 8 participants filled the survey, we stayed around the table for more than two hours and had an interesting discussion about the statements and lifestyles they represented. It must be pointed out that I was not the one to initiate the debate. I think that people with different ways of thinking and views became interested in each other. Probably, what caused the vibrant discussion was that some of them had never met before.

There was only one participant (28 year old female psychologist), who sorted the statements alone at a different time, who became frustrated because of the forced normal distribution. In her opinion, the questions were not adequate for measuring a real value distribution, as some of the statements refer to stronger feelings than others. She said that there are several categories which cannot be compared with each other. She especially referred to the statements about behaviour and happiness which cannot be measured in a survey. After she finished the sorting, we had a useful discussion about the methodology and the aims of my research and she understood my arguments about why it is important to examine behaviour and happiness in a research; likewise, I understood her concerns. In fact, this information was really useful to me, because she confirmed that my research does not only have theoretical but also practical limits.

The present survey is appropriate to measure inexpert thinking but it might not be suitable for individuals who are able to see the different categories behind the statements and who are afraid of being put in a box and being judged on the basis of their responses.

At the same time, most participants thought the sorting process was 'fun' and thought-provoking and that the sorting process was similar to a puzzle. Most participants said the



pyramid helped them because they were forced to think about the statements. More than half of the respondents said that normal online questionnaires are boring and sometimes they just click on an answer without giving the question too much thought.

Approximately half of the respondents said that without the 'pyramid' they would probably have put more statements to the positive side. In addition, they wanted put more answers to the extremes (-4 and +4) but the pyramid table helped them determine the relative importance of the various statements.

Finally, some of my test persons indicated that they had been puzzled by double negations, because some statements had been formulated negatively. This possibly caused some of the respondents to disagree with statements that they might have agreed with, had these statements been worded in a positive sense. After receiving this feedback, I decided to draw respondents' attention to these statements; however, interestingly, later participants were satisfied with the wording of the statements in question and found my remarks unnecessary.

5. DISCUSSION

The following discussion addresses the issue of how different factors relate to each other and what main conclusions can be drawn from them. Firstly, I describe my most important observations about the findings. Then I elaborate on the possibilities of generalization and the limitations of research. Finally, I outline some further possible research opportunities and present the applicability of my findings.

Figure 2 is the presentation of the five factors obtained from the data. They seem to be separate groups, but some statements overlap in more factors. The overlapping statements can be interpreted as reciprocal connections between factors or as bridges between the different opinion groups. As I mentioned with respect to Table 6 showing Correlations between Factor Scores, factors relate to each other to varying degrees.

Figure 2 – Summarizing figure on the 5 obtained factors with the most distinguishing characteristics in italics

1. The Security-Oriented	2. The Curious / Eco-Conscious	3. Creative Universalists	4. Independent Builders	5. Community-Oriented Altruists
<ul style="list-style-type: none"><li>• <i>Money, wealth &gt; meaningful work</i></li><li>• Seeking security</li><li>• <i>Behaving properly</i></li><li>• <i>Responsibility for one's own happiness</i></li><li>• <i>Disagreement with carpe diem</i></li><li>• <i>Family-oriented but not helping other people</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Meaningful work &gt; money, wealth</i></li><li>• Community-based happiness</li><li>• <i>Green thinking</i></li><li>• <i>Self-control</i></li><li>• <i>Disagreement with carpe diem</i></li><li>• <i>Consciousness</i></li><li>• <i>Family-oriented</i></li></ul>	<ul style="list-style-type: none"><li>• Community-based happiness</li><li>• <i>Creativity</i></li><li>• <i>Own decisions and own responsibility</i></li><li>• <i>Meaningful life</i></li><li>• <i>Equal treatment and global thinking</i></li><li>• <i>Family-oriented</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Contemplating happiness is not essential</i></li><li>• <i>Hedonist</i></li><li>• Seeking security</li><li>• <i>Preferring self-sufficiency</i></li><li>• <i>No care for others</i></li><li>• <i>Believing in bottom-up building</i></li></ul>	<ul style="list-style-type: none"><li>• Community-based happiness</li><li>• <i>Meaningful work &gt; money, wealth</i></li><li>• <i>Helping people</i></li><li>• <i>Trust in people</i></li><li>• <i>Expect respect</i></li><li>• <i>Responsibility for one's own decisions</i></li><li>• <i>Family-oriented</i></li></ul>

The highest correlation can be observed between the groups of Curious / Eco-Conscious people, Creative Universalists and Community-Oriented Altruists. Besides, the groups of Independent Builders and Security-Oriented people are partly similar with respect to security-seeking, but in terms of happiness and social environment, Independent Builders

are more phlegmatic and the behaviour of Security-Oriented people is more strongly influenced by social norms. Factor 2 can mainly be distinguished by eco-consciousness and green values, whereas members of Factors 3 and 5 stand out in creativity / global thinking and altruism. Based on the findings, in the following I address the most important factor determining values, behaviours and opinions.

## 5.1. Interpretation and reflection

### 5.1.1. Creativity

First of all, it is interesting to emphasise creativity, after which Factor 3 is named. Creativity as a value refers to openness to change and, in a narrower sense, to self-direction according to Schwartz's value circle (cf. [Section 2.1.](#)). My findings about Creative Universalists underline Schwartz's claim that creativity and individual decision-making are closely associated with each other. As shown in Table 10, Statement 22 and Statement 23 follow each other. Another element linked to creativity is the wish for a meaningful job, but it only gives partial happiness to the members of this group. As I mentioned in the first section, the fast-changing world and the global threats emerging call for new solutions and adaptability by people. This claim is supported by Relph-Knight's idea (2014) about the inevitable role of creativity when major shifts in the history of the world occur.

### 5.1.2. Pessimism, powerlessness and awareness

The way we manage threats and problems strongly depends on our mentality. The majority of respondents disagree with Statement 21 which concerns pessimism and powerlessness. According to an American poll (Adams, 2013) teenagers are more optimistic about the future than adults. This was also confirmed by an online research (Helmrich, 2014) which proved the optimism of young people and argued that they are now more globally-conscious and forward-looking than ever before. Based on my findings, the optimism of young people

seems to be characteristic in each factor but awareness is not so obvious. The group of Curious / Eco-Conscious people is the most conscious group of all; on the other hand, Independent Builders do not consider awareness important, which coincides with their materialistic thinking.

#### 5.1.3. Active participation

Respondents disagreeing with powerlessness (Statement 21) feel they can control processes; at the same time, willingness for active participation as a value is less important for them. None of the groups thought that Statement 19, which is about active participation, is crucial. Active participation is partly characteristic of representatives of Factors 3 and 4, but it is presumable that either Statement 19 was not well formulated or it was really not so important compared to other statements. Thus, based on the belief in human power control, the young generation seems to be open for participatory democracy but the real pursuit for active participation can only be observed in the case of Creative Universalists and Independent Builders. It seems contradictory that Independent Builders (Factor 4) believe in public power and feel motivated by active participation in collective initiatives but they do not assign high value to community-based happiness and family and do not need external pressure by other people to change their lifestyle and habits. In their case, happiness is manifest in individual decisions, and individual freedom seems to be essential for them. They are similar to bricklayers who have to work in teams but prefer to shape their life conditions according to their own rules.

#### 5.1.4. Welfare and well-being

It is also interesting to examine how respondents think of welfare and well-being. Community Altruists think that their well-being primarily depends on factors other than money and resources. This could be explained by differences in their family backgrounds as well as in their thinking. It is possible that for people coming from a solid financial background, money is not as essential for sustenance. Another reason could be found in their

way of thinking, for instance the sense of vocation, which overrides the desire for prosperity. Nevertheless, according to the typical, average sorting of each group (Appendix 6/ page 25) being rich is the second most divisive value among statements. It is without a doubt that Security-Oriented people want to be rich and their attitude is basically materialistic but family-oriented thinking is also characteristic of them; in fact, family is important to the same extent as money. Supposedly, they find security in family and in material goods at the same time.

#### 5.1.5. Work

It is worth looking into the importance of meaningful work and the sense of vocation in people's lives. The most divisive statement was Statement 40 but, similarly to it, Statement 39 was also a source of disagreement. As the findings show, in the case of the young generation these two statements play an important role in the factors comprising the Curios / Eco-Conscious, Creative Universalists, and Community-Oriented Altruists. For those who are still studying work and career mean a 'life path' which seems to be lifelong and is strongly determined by the job they take up. In my opinion, it is a widespread belief among young people that monotonous paperwork and workplaces forcing employees to sit in front of computers all day long should be avoided. Schumacher, who developed the Buddhist point of view (1973), agrees with the desire for meaningful work and emphasises its importance. In his theory he outlines the three most important functions of work:

1. Work has to give people chance to utilise and develop their faculties;
2. Work has to enable people to overcome their ego-centeredness by joining with other people in a common task;
3. Work has to bring forth the goods and services needed for a becoming existence.

Thus, according to Schumacher, physiological needs and the desire for creativity are crucial in guaranteeing job fulfilment in people's lives. Besides, he argues that social interactions/team work is also essential, especially in terms of overcoming selfishness. This

coincides with community-based thinking, and the link between community-based happiness and meaningful work seems to be real and substantial.

#### 5.1.6. Happiness

Statement 33 touches upon two different topics. One is 'happiness', which is also important in itself, and the second is 'sharing', which refers to belonging to a community. These two elements together result in almost full agreement among respondents, except for Security-Oriented people and Independent Builders, because they are usually neutral (between -1 and 1) on this question. The statement does not relate unambiguously to a specific value, but happiness includes several different values. The feeling of security, conformity, universalism and even stimulation can be linked with happiness to a varying extent. In my opinion, however, it is more useful to interpret community-based happiness as one of the most essential and strongest goals in human life. Creative Universalists and Community-Oriented Altruists think that community-based happiness is the most important value in their lives, and as far as the Curious / Eco-Conscious are concerned, only meaningful work overtakes community-based happiness in the ranking.

On the one hand, it may be true that Statement 33 is too 'emotional' compared with the others, as one of my respondents said. On the other hand, we could also say that happiness is a much stronger motivator in human life than, for example, self-actualization or consumption-based hedonism. According to the results of international studies, those who have at least five close friends who they can share anything with are sixty per cent happier than those who do not. Furthermore, people have good memories of periods in their lives when they had to learn something completely new even if this learning process was accompanied by pitfalls or inconvenience. Based on these claims, openness to change as an overall value can also be connected to happiness, which is supported by responses given to Statements 22, 23, and 24. Creativity and, related to it, decision-making can be seen in Factor

3, where happiness appears as a truly positive feature. Statements 22 and 23 also appear in Factor 5 even if their significance is not that emphatic there.

It is also true that a lifestyle based on adventures and preference for services can ensure a higher level of well-being to human beings than a materialistic, consumption-based and product-oriented way of life. The present research is a further indication of the fact, that the groups considering materialistic values positively do not regard happiness as that important. Factor 1 prefers security, while Factor 4 seems to think that security comes about as a result of one's own decision and it is practically a slant of life which does not require closer consideration (Ciotti, 2015).

#### 5.1.7. The Hungarian context

As I mentioned in Section 3.8 (Bias), I expected that the current Hungarian milieu, that is the current Hungarian public mood, would have a significant influence on survey participants and that due to foreigners and migrants tolerance and social norms would be crucial issues. As opposed to that, results show that these values were neutral in most cases; thinking and personal opinions were not as strongly influenced by actual politics as I had thought. I consider this outcome to be a positive sign especially in view of an ideal society, whose members think consciously and are not affected by current political battles. In the long term the current refugee crisis might influence people's thinking and values but in the short run it did not appear significantly in the findings. Statements 13 and 17, which deal with behaving appropriately and expecting others to adapt to social norms, moved together. Security-Oriented people ranked these statements positively (usually +2 and +3) while Independent Builders disagreed with them, which means that they do not care about social norms. The rest of the factors seemed to be neutral on this question.

#### 5.1.8. Sustainability

Finally, it is worth examining the opinions in terms of sustainability. Statements 7, 20, 28, 31, 32, 36 and 41 relate to sustainability in different ways. As I mentioned, Factor 2 is the most eco-conscious group: its members are characterized by self-sufficiency, self-governing thinking and conscious decision-making and are willing to reduce their present demands in order to improve future living standards. Furthermore, they do not need partners for changing their lifestyles and find self-control important. In the case of Factor 2, we can see that they want to do meaningful things. It is the feeling of usefulness that makes them happy besides family and communities, which are also essential for the group of Curious / Eco-Conscious people. Less importance is assigned to Statement 11, which is concerned with adherence to values and the right path (cf. [Appendix 4 / page 25](#)). This fact implies that this factor is not typically religious. Csutora and Zsóka's observation (2014) seems to be relevant here: they claim that non-religious people driven by green values also tend to behave in a pro-environmental way and are happier than the average.

Statement 41, which states that taking care of our environment makes people feel good, was not given high positive or negative scores (-4,-3,...+3,+4) by any of the factors. This outcome might be explained by the assumption that happiness is experienced unconsciously: the eco-awareness of these people is not motivated by the pursuit of happiness; happiness only emerges as a side effect of this kind of behaviour. In my opinion, in order to facilitate a happier and more eco-conscious lifestyle the most useful method would be to find the most important determining characteristics of each opinion group and link green values to them. For instance:

- in the case of Security-Oriented people highlight financial opportunities and secure livelihood in green businesses;
- in the case of Interested Eco-Conscious people highlight eco-oriented jobs;



- in the case of Creative Universalists highlight innovations and global green initiatives;
- in the case of Independent Builders highlight self-sufficiency;
- and in in the case of Community-Oriented Altruists highlight how trust, happiness and helping others can act as the motivating force and serve as a goal.

## 5.2. Limitations

Hankiss, who was one of the most acknowledged experts on value research in Hungary, mentioned a number of difficulties related to value studies. According to him (1977), there are three factors that hinder researchers in the proper observation of people's value judgements.

### 1. 'Mimicry'

In many examples, people are not fully aware of their own values and the source of their value judgment is not their interiorized value system. In the case of online surveys, it is often seen that people do not concentrate on the questions well enough and they complete the survey in only a few minutes. I found that the personal sorting process with printed cards and a bell-shaped table helped people to think thoroughly about the statements and form opinions and thus eliminated or at least reduced the chances of mimicry. My experience during the field work was that people who did not have a clear idea about their values or value judgment needed more time. Although none of them claimed that they were not familiar with their own values, many participants said that they were not used to thinking about them.

### 2. 'Camouflage'

Even if we assume that people do have values, it is still possible that they do not necessarily know or want to disclose them. It might also happen that they want to hide their feelings

about materialism or careerism, for example. Camouflage can be eliminated by Q methodology because participants are forced to arrange cards in the bell-shaped table. In the case of a normal opinion scale, which does not require forced distribution, participants can deny some values, for instance hedonism, by giving negative scores to them. In Q methodology respondents must compare statements to each other and this narrows the possibilities of denying values.

### 3. 'Hypocrisy'

People like to show themselves in a nicer way than they are in reality and for this reason they like to evaluate the positive items higher in value surveys. Forced distribution diminishes the risk of hypocrisy behaviour, too, because the limited number of positive scores restricts the possibility of 'self-congratulation'. Although obviously it is possible to give answers that are different from reality, everyone must relate to negative statements in some way, too.

At the same time, **limited ranking possibilities** and the lack of open questions also bring limitations to this kind of research. As I mentioned, respondents had to rank the statements on a scale between -4 and +4 but they could not express their opinions about why they agree or disagree with certain statements. By enabling the discussion after the Q sorting, this limitation can be diminished; indeed, it can contribute to the understanding of participants. On the other hand, the bell-shaped form of the table entails that most of the statements are in the middle or neutral zone. Consequently, the method enables us to emphasise the most important determining statements but it makes it more difficult to measure and show connections between the 'neutral' statements.

In terms of **generalization**, findings are only valid for the respondents who participated in the survey, so the obtained results cannot be generalized for the whole population. The purpose of Q methodology is to identify opinion groups and patterns, but it does not give

information about the distribution of opinion groups. Although Q methodology is not appropriate to measure multitude, the findings provide a method by which an individual can be assigned to one of the observed factors. It is not possible to draw exact conclusions about the typical characteristics of each factor, but we can see some of the common traits of people who belong to a certain factor. For example 'older' participants within my target group (aged 25-30) who have already started their working life, usually belong to the factor of Community-Oriented Altruists, which suggests that altruism is related to mature thinking. Another such example emerging from my data is that Security-Oriented people and Independent Builders typically live in the countryside. Based on these observations it is possible to formulate hypotheses and research questions for further surveys that can provide deeper analysis and help to decide whether this observation is generally true or not.

Finally, although I selected people from several towns and villages and paid attention to gender distribution as well as to the variety of personalities/characters as much as possible, it might still have occurred that my way of thinking is reflected in the sample through the way my social network is formed and obviously through the statements.

### 5.3. Policy implications

Finally, in this sub-section I briefly present some possible policy implications and suggest further paths for research in the field of economics. The first question arising concerns the circle of stakeholders that might find the outcome of the present study useful or be interested in further developments. The following paragraphs provide a non-comprehensive list of the relevant groups.

The factors emerging from this research can provide useful information for **policy-makers** on state and local government level with regard to policymaking, youth development and financial support. My approach helps to understand the ways of human thinking and sheds light on the range of opinions.

The results can also serve as an important tool for **politicians and representatives** who would like to be informed about their voters' opinions and strive at representing the population better. This approach could even be useful in forums and in the participatory democracy because by means of the Q method it is possible to explore the most important opinion patterns.

The study might further be utilised by **green and non-governmental organizations** and those who want to understand the motivation and thinking of the young generation better. Even companies might find the approach progressive; its results can potentially be applied not only by marketing specialists, but especially by product designers and strategists. In the case of mass production further representative consumer demand research is necessary to measure multitude, but the present study can serve as a good basis for mapping the society and consumer attitudes.

Another group of stakeholders potentially interested in this research is formed by sociologists and **researchers of the young generation**. In terms of age, my target group was between 18 and 30, which basically covers the Millennial Generation. It might be interesting to conduct the survey with a focus on the interpretation of happiness, well-being, values and behaviours of the X, Y and Z generations, too, and compare the findings.

Based on my experience, this survey could be meaningful for **instructors in teambuilding and community-building activities**. In retrospect we can state, that the most successful post-session discussions involved several participants. Participants initiated the discussion themselves and were open to the exchange of ideas about the statements. They were also interested in the choices of other respondents regarding the arrangement of cards and wanted to know what the typical extreme statements were (+4 and -4 columns).

All facts considered I can imagine a **change of the economic structure**, which is based on values and pro-environmental behaviour and focuses on happiness and well-being. It may

sound utopian, but many researchers and theorists try to look beyond typical economic indicators and explore new ones. According to Polanyi (1944), “man's economy, as a rule, is submerged in his social relationships” (p. 46). What this means is that if, for example, community-oriented values appear in social relationships, the economy becomes more community-oriented as well. Such a development should be encouraged by means of financial support on the part of government and more conscious consumption on the part of consumers.

According to Vaughan-Lee (2013), value-based economy begins with the respect of both the individual and the environment. Schumacher's theory about local economies and the Buddhist economy can also be interpreted as value-based economic concepts, which require and emphasise human dignity in work and result in higher levels of well-being if the three functions of work are fulfilled. If the basic values are not given, values should be changed, although this is only possible in long term. Demaria et al. (2013) claim that “the change of individual values and behaviour should be the main target of degrowth” (p. 202). Degrowth is a progressive economic and political approach with the aim to link values, well-being and local economic structures. It says that instead of focusing on economic growth, people should move towards local economies and use alternative indicators, such as the ecological footprint or subjective well-being. Latouche (2009) names the kind of values that need to be changed in order to switch to a new degrowing economic structure and states that “altruism should replace egoism, unbridled competition should give way to cooperation [...] and the importance of social life should take precedence over endless consumerism” (p. 34). These values tally with several of the factor determining values emerging from this study, as shown for instance in the group of Community-Oriented Altruists or that of the Curious / Eco-conscious people. They suggest a good basis for continuing the research with help of the obtained results and enable the deeper examination of the relationship between opinion groups and new economic and social systems.

#### 5.4. Conclusion

In this research I addressed the issue of how values contribute to eco-conscious behaviour and well-being. After introducing the relevant definitions about values, value types, happiness and well-being and based on further relevant literature, I evolved 42 statements which formed the basis of my Q methodology. The statements referred to Schwartz's self-enhancement and self-transcendence value categories, Hofstede's newest indulgence dimension, and further topics in the field of behaviour and well-being.

The purpose of the research was to explore various value orientations and examine the characteristic patterns of opinion groups. Based on the common opinion patterns in the responses of 33 participants, five different opinion groups could be formed: the Security-Oriented, the Curios / Eco-Conscious, Creative Universalists, Independent Builders and Community-Oriented Altruist.

The most important elements are community-based happiness, family-oriented thinking, creativity, the sense of security and independency. One of the functions of these elements is to distinguish the factors from each other, but they also serve to motivate people for a more sustainable and happier life. The desire for meaningful work, similarly to community-based happiness, play an important role in three opinion groups, but the three groups need to be treated separately due to differences in creativity, altruism and eco-consciousness.

The obtained factors are unsuitable for exploring causal relationships and making general statements about the whole generation, but they are applicable for further considerations that can also serve as a basis for various policies and help to understand the thinking of the youth. Generally, participants were in agreement about the importance of human action by which processes can be controlled and changed.

All considered, the importance of values in a society is similar to the role of faith in the life of the individual: both can be compared to the foundation of a house (Matthew 7:24-27).

Values are essential elements of building solid societies and economies. They influence behaviour, so they play an indirect role in sustainability and even in happiness and well-being. Based on the relationship between values, well-being and eco-conscious behaviour further research can be conducted, for instance, in the field of new economic structures.

## 6. ETHICS

Ethical issues emerge at more stages of the research process. Considering one of the most important ethical issue, I provided sufficient information about the research in order not to mislead participants (Hammersley & Atkinson, 2007). Besides providing participants with the information described in Section 3.4, I also explained them the frames and aims of my research in order to make sure they are fully informed and to avoid external influence which could have invalidated the conclusions.

As Blaxter et al. (2010) argue, it is crucial to comply with confidentiality and anonymity during the research process. Although in order to get a diverse sample, the personal details of the respondents (age, gender, education and place of living) had to be taken into consideration, I assured test persons that these data, including their names, would not be disclosed in the thesis and this kind of information would be kept confidential.

According to Easterby-Smith et al (2008), the researcher should not do harm to people under any circumstances, especially in sensitive or difficult issues. For this reason I told participants that it was allowed to stop the sorting process any time; but, in fact, all of them could accomplish the research task in one uninterrupted session. Also, when more people were sorting the statements simultaneously, I made sure that participants could not communicate with each other.

During the research process no additional funding sources were necessary and I endeavoured to guarantee the reliable recording of the survey data and the unbiased selection of the sample in order to provide valid findings.



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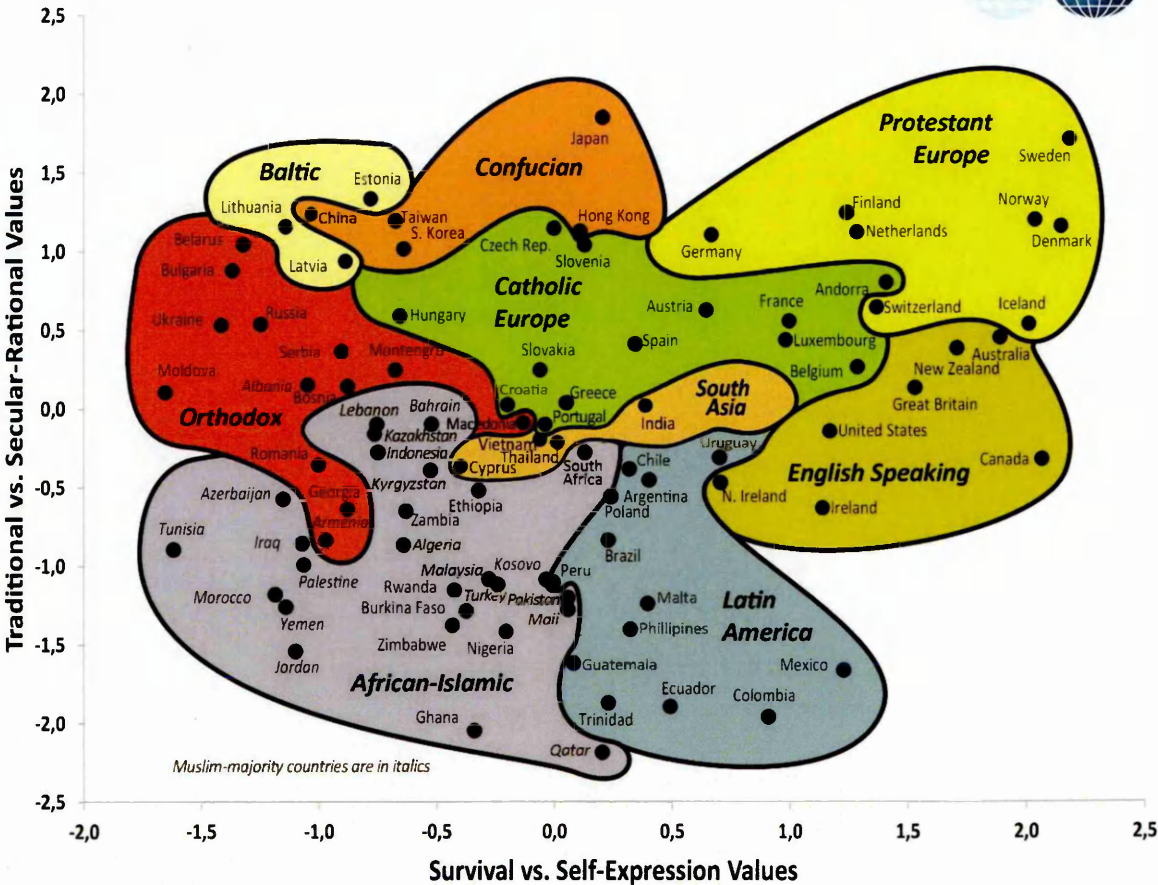


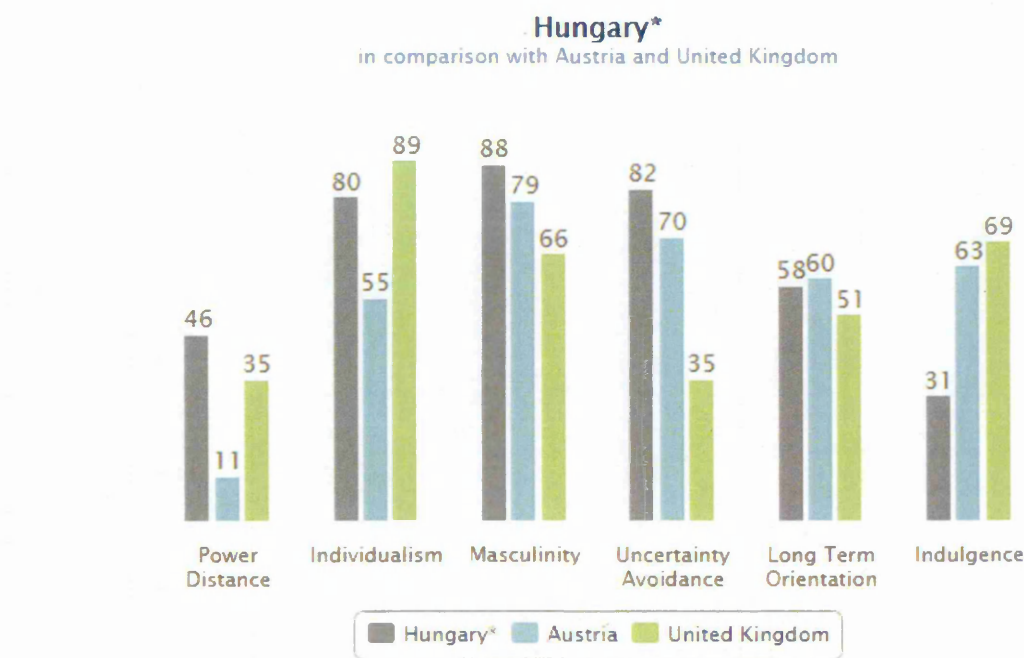
APPENDICES

Appendix 1

Table - Terminal Values and Instrumental Values in Rokeach Value System

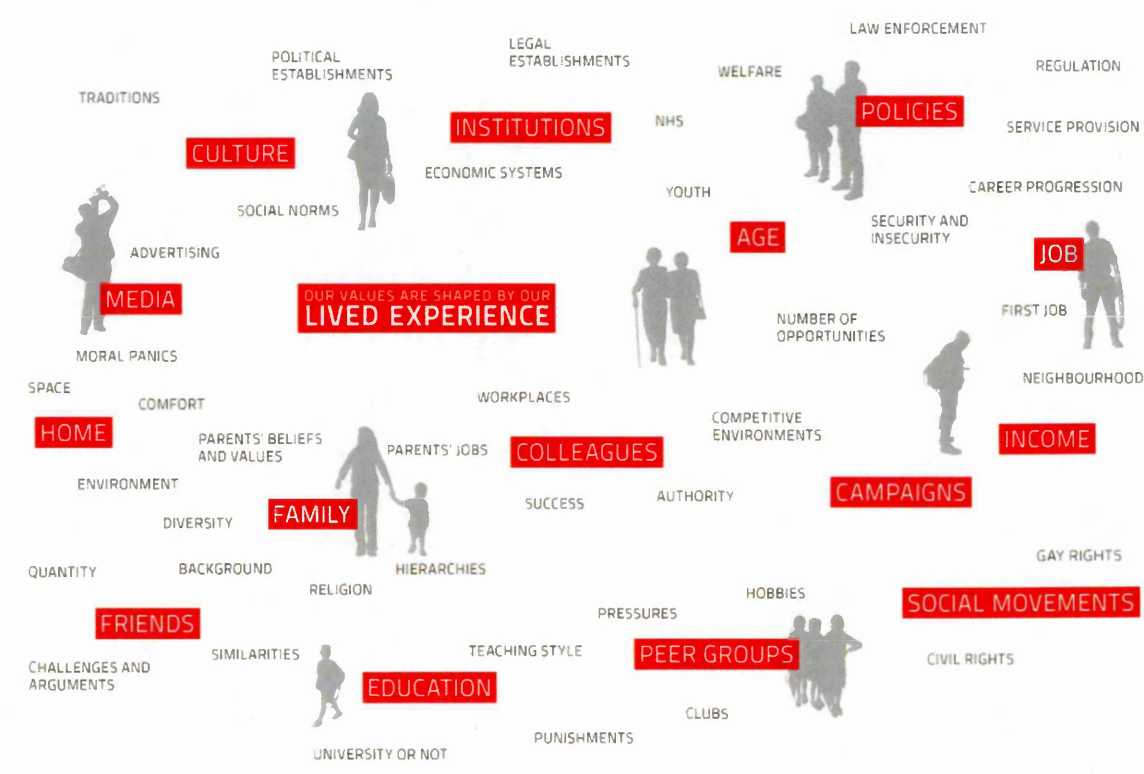
The Terminal Values in RVS are:	The Instrumental Values are:
1. True Friendship	1. Cheerfulness
2. Mature Love	2. Ambition
3. Self-Respect	3. Love
4. Happiness	4. Cleanliness
5. Inner Harmony	5. Self-Control
6. Equality	6. Capability
7. Freedom	7. Courage
8. Pleasure	8. Politeness
9. Social Recognition	9. Honesty
10. Wisdom	10. Imagination
11. Salvation	11. Independence
12. Family Security	12. Intellect
13. National Security	13. Broad-Mindedness
14. A Sense of Accomplishment	14. Logic
15. A World of Beauty	15. Obedience
16. A World at Peace	16. Helpfulness
17. A Comfortable Life	17. Responsibility
18. An Exciting Life	18. Forgiveness





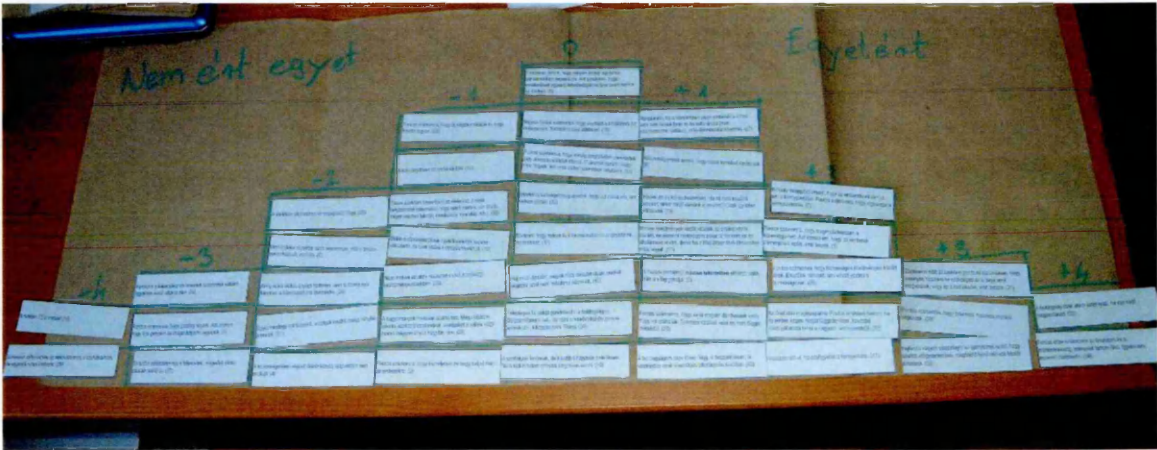
Appendix 4

valuesandframes.org -  
"Factors that we think are likely (and some that have been shown) to influence people's values"



Appendix 5

A participant's Q sorting



Correlation Matrix Between Sorts

SORTS		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	01	100	46	22	60	72	70	58	36	60	59	63	73	56	72	6	58	62	72	51	12	69	53	60	48	51	30	18	58	53	62
2	02	46	100	25	31	49	49	23	42	51	63	47	38	27	34	11	37	28	56	29	16	38	49	41	20	49	24	7	26	33	31
3	03	22	25	100	37	41	20	23	35	23	37	20	37	10	20	23	22	17	29	3	-8	7	15	-9	3	35	17	21	13	26	11
4	04	60	31	37	100	66	60	53	51	45	61	52	76	41	64	8	28	42	53	48	-19	50	44	37	31	28	17	24	48	45	41
5	05	72	49	41	66	100	64	52	47	71	70	60	72	55	72	8	56	60	66	58	-3	59	56	50	56	62	46	47	58	58	51
6	06	70	49	20	60	64	100	48	52	60	70	65	61	55	67	-9	48	54	72	42	4	70	65	55	46	45	32	34	52	65	49
7	07	58	23	23	53	52	48	100	23	37	47	47	46	38	50	19	49	74	45	34	-11	55	47	42	53	43	39	40	54	28	52
8	08	36	42	35	51	47	52	23	100	36	53	49	34	16	35	1	9	17	41	19	5	12	40	15	8	19	1	24	14	33	25
9	09	60	51	23	45	71	60	37	36	100	74	58	60	42	58	22	65	55	59	58	23	58	53	56	45	65	48	44	51	53	55
10	10	59	63	37	61	70	70	47	53	74	100	65	65	43	63	13	49	48	72	46	3	60	72	53	36	48	42	42	49	60	48
11	11	63	47	20	52	60	65	47	49	58	65	100	53	41	52	20	46	51	62	38	24	49	63	59	56	51	22	46	59	63	61
12	12	73	38	37	76	72	61	46	34	60	65	53	100	63	74	4	49	52	69	58	-11	57	48	48	35	49	27	29	50	49	49
13	13	56	27	10	41	55	55	38	16	42	43	41	63	100	70	-24	45	47	62	42	-27	58	44	52	40	48	41	40	51	58	33
14	14	72	34	20	64	72	67	50	35	58	63	52	74	70	100	-23	45	41	66	54	-27	65	60	53	47	40	33	26	59	59	35
15	15	6	11	23	8	8	-9	19	1	22	13	20	4	-24	-23	100	25	20	2	-2	40	-3	-2	-3	6	3	5	21	24	-13	26
16	16	58	37	22	28	56	48	49	9	65	49	46	49	45	45	25	100	72	51	53	24	67	53	66	64	65	70	38	53	51	67
17	17	62	28	17	42	60	54	74	17	55	48	51	52	47	41	20	72	100	48	48	13	63	46	51	62	63	56	44	53	37	68
18	18	72	56	29	53	66	72	45	41	59	72	62	69	62	66	2	51	48	100	36	0	69	67	59	42	48	33	29	54	65	44
19	19	51	29	3	48	58	42	34	19	58	46	38	58	42	54	-2	53	48	36	100	16	57	35	48	41	33	51	27	51	36	43
20	20	12	16	-8	-19	-3	4	-11	5	23	3	24	-11	-27	-27	40	24	13	0	16	100	3	6	5	12	11	6	3	13	-4	22
21	21	69	38	7	50	59	70	55	12	58	60	49	57	58	65	-3	67	63	69	57	3	100	67	69	55	47	56	16	58	59	62
22	22	53	49	15	44	56	65	47	40	53	72	63	48	44	60	-2	53	46	67	35	6	67	100	70	51	41	46	24	52	56	54
23	23	60	41	-9	37	50	55	42	15	56	53	59	48	52	53	-3	66	51	59	48	5	69	70	100	69	50	55	23	50	51	70
24	24	48	20	3	31	56	46	53	8	45	36	56	35	40	47	6	64	62	42	41	12	55	51	69	100	53	62	35	51	47	57
25	25	51	49	35	28	62	45	43	19	65	48	51	49	48	40	3	65	63	48	33	11	47	41	50	53	100	51	35	39	45	55
26	26	30	24	17	17	46	32	39	1	48	42	22	27	41	33	5	70	56	33	51	6	56	46	55	62	51	100	40	47	33	39
27	27	18	7	21	24	47	34	40	24	44	42	46	29	40	26	21	38	44	29	27	3	16	24	23	35	35	40	100	45	39	19
28	28	58	26	13	48	58	52	54	14	51	49	59	50	51	59	24	53	53	54	51	13	58	52	50	51	39	47	45	100	45	45
29	29	53	33	26	45	58	65	28	33	53	60	63	49	58	59	-13	51	67	68	44	43	22	62	54	70	57	55	39	19	45	47
30	30	62	31	11	41	51	49	52	25	55	48	61	49	33	35	26	67	38	44	34	45	38	47	32	38	36	20	17	30	34	37
31	31	54	26	-10	37	39	52	38	33	51	43	53	36	27	36	10	47	48	34	45	38	47	32	38	36	20	17	30	34	37	38
32	32	37	12	7	18	51	38	37	14	58	34	34	30	30	34	17	65	55	33	53	36	45	37	46	56	45	69	54	55	33	47
33	33	53	53	9	41	55	51	20	51	63	56	43	41	15	26	2	33	44	45	49	28	40	27	34	12	40	17	24	26	37	51

Correlation Matrix Between Sorts

SORTS	31	32	33
1 01	54	37	53
2 02	26	12	53
3 03	-10	7	9
4 04	37	18	41
5 05	39	51	55
6 06	52	38	51
7 07	38	37	20
8 08	33	14	51
9 09	51	58	63
10 10	43	34	56
11 11	53	34	43
12 12	36	30	41
13 13	27	30	15
14 14	36	34	26
15 15	10	17	2
16 16	47	65	33
17 17	48	55	44
18 18	34	33	45
19 19	45	53	49
20 20	38	36	28
21 21	47	45	40
22 22	32	37	27
23 23	38	46	34
24 24	36	56	12
25 25	20	45	40
26 26	17	69	17
27 27	30	54	24
28 28	34	55	26
29 29	37	33	37
30 30	38	47	51
31 31	100	24	47
32 32	24	100	33
33 33	47	33	100

Unrotated Factor Matrix

Factors									
1 2 3 4 5 6 7 8									
SORTS									
1 01R1	0.8256	-0.1358	0.0339	-0.1447	0.1816	-0.1385	-0.1855	-0.0065	
2 02NO	0.5537	-0.2083	0.3520	-0.1213	-0.4381	-0.1608	-0.1066	-0.0787	
3 03KF	0.2884	-0.2747	0.2166	0.7086	-0.2208	-0.1175	-0.1375	-0.0308	
4 04Em	0.6685	-0.4263	0.0510	0.1532	0.3548	-0.0277	-0.1509	-0.0526	
5 05Ta	0.8505	-0.1458	0.0357	0.2055	-0.0195	0.1445	-0.1009	0.0306	
6 06SP	0.8068	-0.2536	0.0384	-0.1598	0.0185	0.0158	0.1479	0.0680	
7 07Ar	0.6546	0.0844	-0.1318	0.2561	0.3770	-0.2862	-0.0304	0.2413	
8 08Ga	0.4408	-0.4600	0.4767	0.0573	-0.0143	0.1225	0.1980	0.2103	
9 09Ja	0.8060	0.0886	0.2288	-0.0031	-0.1454	0.2145	-0.0971	-0.0846	
10 10Me	0.8101	-0.2439	0.2073	0.0582	-0.1519	0.0032	0.0787	-0.1206	
11 11Gy	0.7679	-0.0562	0.2356	-0.0619	0.0938	-0.1490	0.3839	0.0419	
12 12Ag	0.7686	-0.3174	-0.0571	0.1202	0.1580	0.0318	-0.2710	-0.1374	
13 13Sz	0.6553	-0.1974	-0.4785	0.0117	-0.0199	0.1472	0.0615	-0.0059	
14 14Ha	0.7631	-0.3629	-0.3336	-0.0300	0.1044	0.0992	-0.0148	-0.1490	
15 15Pi	0.1019	0.4023	0.5256	0.3966	0.2250	-0.3317	0.0108	-0.3301	
16 16Ba	0.7649	0.4335	-0.0639	0.0443	-0.1267	-0.0678	-0.1173	-0.0185	
17 17Es	0.7557	0.3194	-0.0423	0.1231	0.1787	-0.1081	-0.1643	0.3251	
18 18An	0.7950	-0.2756	-0.0161	-0.0420	-0.1392	-0.1275	0.0905	-0.1586	
19 19No	0.6542	0.1351	-0.0489	-0.1527	0.1540	0.4043	-0.3377	-0.1876	
20 20Ro	0.1058	0.5406	0.6194	-0.2695	-0.0201	0.0437	0.0752	-0.1854	
21 21Ge	0.8060	0.0550	-0.2416	-0.2459	0.0040	-0.1287	-0.1387	-0.1079	
22 22Ro	0.7437	-0.0832	-0.0754	-0.1435	-0.1994	-0.2486	0.2651	-0.1483	
23 23Zs	0.7483	0.1769	-0.2223	-0.3235	-0.1402	-0.1958	0.0742	-0.0106	
24 24Jo	0.6736	0.3769	-0.2732	-0.0143	0.0124	-0.1494	0.1780	0.1410	
25 25SF	0.6844	0.1637	-0.0077	0.1931	-0.3758	-0.0577	-0.1510	0.2984	
26 26Ar	0.5886	0.4660	-0.2979	0.1706	-0.2960	0.1524	-0.0762	-0.0540	
27 27Ni	0.4837	0.1955	0.0340	0.4421	0.1113	0.4183	0.4458	0.1355	
28 28Da	0.7113	0.1628	-0.1139	0.1172	0.2401	0.0109	0.1500	-0.3548	
29 29La	0.7073	-0.1923	-0.1111	-0.0629	-0.1677	0.0741	0.3064	0.0239	
30 30Sz	0.7175	0.2675	0.1045	-0.1280	0.0419	-0.3207	-0.1244	0.1992	
31 31Ro	0.5622	0.0931	0.2772	-0.3738	0.4004	0.1408	0.1098	0.1242	
32 32Sz	0.6009	0.5404	-0.0305	0.1274	-0.0617	0.3446	0.0432	-0.0739	
33 33EV	0.5748	-0.0897	0.5099	-0.2470	-0.0687	0.2825	-0.2528	0.2230	
Eigenvalues	15.0449	2.7127	2.2368	1.6915	1.3312	1.2537	1.1325	0.8929	
% expl.Var.	46	8	7	5	4	4	3	3	



Cumulative Communalities Matrix

Factors 1 Thru .....										
1	2	3	4	5	6	7	8			
SORTS										
1 01Ri	0.6816	0.7001	0.7012	0.7221	0.7551	0.7743	0.8087	0.8088		
2 02No	0.3066	0.3500	0.4739	0.4886	0.6806	0.7064	0.7178	0.7240		
3 03KF	0.0832	0.1586	0.2056	0.7077	0.7565	0.7703	0.7892	0.7902		
4 04Em	0.4469	0.6286	0.6312	0.6546	0.7805	0.7813	0.8041	0.8068		
5 05Ta	0.7234	0.7446	0.7459	0.7881	0.7885	0.8094	0.8196	0.8205		
6 06SP	0.6509	0.7152	0.7167	0.7422	0.7426	0.7428	0.7647	0.7693		
7 07Ar	0.4285	0.4356	0.4530	0.5185	0.6606	0.7425	0.7435	0.8017		
8 08Ga	0.1943	0.4060	0.6333	0.6365	0.6368	0.6518	0.6910	0.7352		
9 09Ja	0.6497	0.6575	0.7099	0.7099	0.7310	0.7771	0.7865	0.7937		
10 10Me	0.6563	0.7158	0.7588	0.7621	0.7852	0.7852	0.7914	0.8060		
11 11Gy	0.5897	0.5929	0.6484	0.6522	0.6610	0.6832	0.8306	0.8323		
12 12Ag	0.5907	0.6915	0.6947	0.7092	0.7341	0.7351	0.8086	0.8274		
13 13Sz	0.4294	0.4684	0.6973	0.6975	0.6979	0.7195	0.7233	0.7234		
14 14Ha	0.5822	0.7139	0.8252	0.8261	0.8370	0.8469	0.8471	0.8693		
15 15P1	0.0104	0.1722	0.4485	0.6058	0.6564	0.7665	0.7666	0.8755		
16 16Ba	0.5850	0.7729	0.7770	0.7790	0.7950	0.7996	0.8134	0.8137		
17 17Es	0.5711	0.6731	0.6749	0.6900	0.7219	0.7336	0.7606	0.8663		
18 18An	0.6320	0.7079	0.7082	0.7099	0.7293	0.7456	0.7538	0.7789		
19 19No	0.4280	0.4462	0.4486	0.4719	0.4956	0.6591	0.7732	0.8083		
20 20Ro	0.0112	0.3035	0.6871	0.7598	0.7602	0.7621	0.7677	0.8021		
21 21Ge	0.6497	0.6527	0.7111	0.7716	0.7716	0.7881	0.8074	0.8190		
22 22Ro	0.5530	0.5600	0.5656	0.5863	0.6260	0.6878	0.7581	0.7801		
23 23Zs	0.5599	0.5912	0.6407	0.7453	0.7649	0.8033	0.8088	0.8089		
24 24Jo	0.4538	0.5959	0.6705	0.6707	0.6709	0.6932	0.7249	0.7448		
25 25SF	0.4683	0.4951	0.4952	0.5325	0.6737	0.6771	0.6999	0.7889		
26 26Ar	0.3464	0.5636	0.6524	0.6815	0.7691	0.7923	0.7981	0.8010		
27 27N1	0.2340	0.2722	0.2734	0.4689	0.4812	0.6562	0.8549	0.8733		
28 28Da	0.5060	0.5325	0.5455	0.5592	0.6169	0.6170	0.6395	0.7654		
29 29La	0.5002	0.5372	0.5496	0.5535	0.5817	0.5871	0.6810	0.6816		
30 30Sz	0.5148	0.5864	0.5973	0.6137	0.6155	0.7183	0.7338	0.7735		
31 31Ro	0.3160	0.3247	0.4015	0.5412	0.7015	0.7214	0.7334	0.7488		
32 32Sz	0.3610	0.6531	0.6540	0.6702	0.6741	0.7928	0.7946	0.8001		
33 33Ev	0.3303	0.3384	0.5984	0.6594	0.6641	0.7439	0.8078	0.8575		
cum& expl.Var.										
	46	54	61	66	70	74	77	80		

Factor Matrix with an X Indicating a Defining Sort

Loadings

QSORT	1	2	3	4	5
1 01Ri	-0.0753	0.3483	0.5282	-0.1057	0.5813X
2 02No	-0.0007	0.1894	0.7937X	0.1006	-0.0676
3 03KF	0.0090	0.0331	0.2816	0.8142X	0.1144
4 04Em	-0.1352	0.0305	0.4145	0.1834	0.7456X
5 05Pa	-0.1008	0.4342	0.5292X	0.2766	0.4830
6 06SP	-0.1778	0.2971	0.6363X	-0.0578	0.4630
7 07Ar	0.0135	0.4246	0.0652	0.1545	0.6724X
8 08Ga	0.0960	-0.1832	0.6790X	0.2229	0.2885
9 09Ja	0.1304	0.5170	0.6097X	0.0832	0.2609
10 10Me	-0.0632	0.3107	0.7250X	0.2054	0.3419
11 11Gy	0.1166	0.3292	0.5736X	-0.0032	0.4583
12 12Ag	-0.2231	0.2477	0.4601	0.1724	0.6178X
13 13Sz	-0.5387	0.4322X	0.2322	0.0379	0.4068
14 14Ha	-0.4937	0.3060	0.3999	0.0224	0.5825X
15 15Pi	0.7208X	0.1331	-0.0421	0.3030	0.1600
16 16Ba	0.0983	0.8159X	0.2750	0.0218	0.2085
17 17Es	0.1403	0.6551X	0.1865	0.0463	0.4859
18 18An	-0.2618	0.3420	0.6402X	0.0891	0.3551
19 19No	0.0111	0.4573X	0.2864	-0.1778	0.4157
20 20Ro	0.7447X	0.2096	0.2308	-0.2821	-0.1693
21 21Ge	-0.2435	0.5909X	0.3970	-0.2263	0.3928
22 22Ro	-0.2254	0.4659	0.5522X	-0.0388	0.2274
23 23Zs	-0.2023	0.6616X	0.4000	-0.2894	0.2064
24 24Jo	-0.0605	0.7502X	0.1019	-0.0837	0.2950
25 25SF	-0.0481	0.6428X	0.4240	0.2770	0.0414
26 26Ar	-0.0879	0.8581X	0.0717	0.1407	0.0096
27 27Ni	0.1661	0.4218	0.0539	0.3812X	0.3571
28 28Da	0.0176	0.5304	0.1672	0.0464	0.5524X
29 29La	-0.2944	0.3803	0.5233X	0.0450	0.2728
30 30Sz	0.1727	0.5653X	0.3825	-0.1332	0.3195
31 31Ro	0.2963	0.1872	0.3782	-0.4072	0.5195X
32 32Sz	0.2194	0.7655X	0.1023	0.0582	0.1617
33 33Ev	0.2707	0.1265	0.7264X	-0.1123	0.1858
% expl.Var.	7	22	20	5	15

Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1 01Ri	0.000	2.048
2 02No	0.000	2.048
3 03KF	0.000	2.048
4 04En	0.000	2.048
5 05Ta	0.000	2.048
6 06SP	0.000	2.048
7 07Ar	0.000	2.048
8 08Ga	0.000	2.048
9 09Ja	0.000	2.048
10 10Me	0.000	2.048
11 11GY	0.000	2.048
12 12Ag	0.000	2.048
13 13Sz	0.000	2.048
14 14Ha	0.000	2.048
15 15Pi	0.000	2.048
16 16Ba	0.000	2.048
17 17Es	0.000	2.048
18 18An	0.000	2.048
19 19No	0.000	2.048
20 20Ro	0.000	2.048
21 21Ge	0.000	2.048
22 22Ro	0.000	2.048
23 23Zs	0.000	2.048
24 24Jo	0.000	2.048
25 25SF	0.000	2.048
26 26Ar	0.000	2.048
27 27Ni	0.000	2.048
28 28Da	0.000	2.048
29 29La	0.000	2.048
30 30Sz	0.000	2.048
31 31Ro	0.000	2.048
32 32Sz	0.000	2.048
33 33Ev	0.000	2.048

Factor Scores with Corresponding Ranks

No.	Statement	No.	Factors									
			1	2	3	4	5					
1	1) Showing my abilities is very important. I would like	1	0.89	8	1.13	7	0.54	15	1.18	7	0.94	8
2	2) Getting respect is important to me. I would like to	2	0.58	14	0.35	15	0.22	20	0.17	18	1.24	5
3	3) It is important to be rich. I want to have a lot of	3	1.48	3	-1.81	41	-0.58	31	-1.10	35	-1.45	37
4	4) Basically, I am not motivated in volunteerism in co	4	0.62	12	-0.86	35	-0.67	34	-0.55	31	-1.46	38
5	5) I think, being equally treated is important. Everyo	5	-0.00	23	0.21	21	1.26	6	0.12	19	0.54	11
6	6) I don't really care about those opinion, who think	6	0.03	20	-0.55	29	-0.62	32	-0.09	25	-0.43	30
7	7) I strongly believe, that people should protect natu	7	-0.00	23	1.05	8	0.83	10	-0.29	27	0.28	17
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.23	39	0.83	10	-0.33	26	0.17	18	-0.13	24
9	9) My homeland's problems are, in every respect, more	9	-0.37	29	-0.06	23	-1.67	39	0.46	16	-0.32	27
10	10) Helping people around me is very important. I care	10	-1.20	38	0.28	17	0.74	11	-0.38	30	1.49	3
11	11) I insist on my values under all circumstances. I a	11	-0.55	30	0.67	12	1.39	5	-1.18	36	1.05	7
12	12) I grab every opportunity to do things that make me	12	-0.03	24	-0.71	31	0.68	13	1.39	3	0.49	13
13	13) It is always important to me to behave appropriate	13	1.17	5	0.54	14	-0.37	27	-0.38	30	-0.82	35
14	14) I think, self-control and temperance are honourabl	14	0.06	19	1.54	3	0.29	18	-0.93	33	0.25	20
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.72	40	-1.64	39	-0.44	28	0.55	14	-0.37	29
16	16) The rules are important, but small trespasses stil	16	-0.28	27	-0.20	25	0.32	17	0.46	16	-0.15	25
17	17) I expect others to adapt to social norms.	17	0.86	9	0.17	22	-0.25	24	-1.30	38	0.50	12
18	18) Decision-makers / politicians must change first, t	18	-0.28	27	0.30	16	-0.57	30	-1.39	39	-0.36	28
19	19) I believe in public power. If the people do not ma	19	-1.14	36	0.59	13	0.84	8	1.22	6	0.15	23
20	20) While I don't have solid financial background, I d	20	0.28	18	-1.56	38	-1.25	37	-1.27	37	-0.72	34
21	21) It doesn't matter what we do. Things are going in	21	-1.75	41	-1.67	40	-2.03	42	-2.11	42	-1.42	36
22	22) Making up new ideas and being creative are very im	22	-0.89	35	0.23	18	1.50	2	0.09	21	0.94	9
23	23) I suggest, making my own decisions is very importa	23	0.31	17	-0.10	24	1.44	3	0.76	9	1.34	4
24	24) I look for adventures and like taking risks. I wou	24	-0.86	33	-0.85	34	0.29	19	0.84	8	0.21	21
25	25) Security is important in my life. I avoid everythi	25	1.75	2	0.81	11	0.67	14	1.27	5	0.26	18
26	26) Traditions are important to me. I try to follow th	26	-1.17	37	0.22	20	0.02	22	0.72	11	0.25	19
27	27) Different ethnic groups, religions or lifestyles d	27	0.31	17	0.22	19	-1.72	40	0.67	12	-0.62	33
28	28) I would gladly change my lifestyle and my habits,	28	-0.58	31	-1.25	37	-1.23	36	-2.02	41	-0.21	26
29	29) I am not motivated by actively participating in co	29	-0.00	23	-0.76	32	-1.25	38	-1.47	40	-0.54	31
30	30) I don't have trust towards people.	30	-0.89	35	-0.31	28	-0.63	33	-0.63	32	-1.63	39
31	31) Before my decisions, I always think over, how usef	31	0.68	11	1.32	6	0.02	21	-1.01	34	0.37	15
32	32) I'm willing to cut back my needs now, so that late	32	1.20	4	1.32	5	0.34	16	-0.38	30	0.32	16
33	33) Happiness is only real when shared.	33	0.52	15	1.59	2	2.04	1	-0.12	26	2.15	1

34	34)	It is needless thinking too much about happiness.	0.80	10	-0.26	26	-0.98	35	1.77	2	0.41	14
35	35)	Primarily, my well-being depends on money and reso	0.89	8	-0.80	33	-0.47	29	0.09	21	-1.64	40
36	36)	Self-sufficiency would comfort me. I think, being	-0.06	25	1.33	4	0.74	12	1.30	4	0.70	10
37	37)	I can imagine having a fully satisfying life witho	-2.34	42	-1.96	42	-1.81	41	-0.00	24	-2.08	42
38	38)	I usually compare my life and status with those of	0.58	14	-0.98	36	-0.26	25	-0.00	24	-0.62	32
39	39)	It is important to have such a job, which is meani	-0.83	32	1.73	1	1.43	4	0.72	11	1.52	2
40	40)	I would be ready to do such a job for more money,	2.34	1	-0.66	30	-0.15	23	-0.00	24	-1.82	41
41	41)	I feel good about myself, when taking care of my e	-0.31	28	0.85	9	0.86	7	0.63	13	0.17	22
42	42)	My happiness depends only on myself. Attitude and	1.14	6	-0.28	27	0.83	9	2.02	1	1.21	6

Correlations Between Factor Scores

	1	2	3	4	5
1	1.0000	0.1793	0.1308	0.0976	0.0155
2	0.1783	1.0000	0.6297	0.2350	0.6550
3	0.1308	0.6297	1.0000	0.2793	0.7610
4	0.0976	0.2350	0.3793	1.0000	0.3462
5	0.0155	0.6550	0.7610	0.3462	1.0000

Factor Scores -- For Factor 1

No.	Statement	No.	Z-SCORES
40	40) I would be ready to do such a job for more money, which	40	2.337
25	25) Security is important in my life. I avoid everything tha	25	1.752
3	3) It is important to be rich. I want to have a lot of money	3	1.476
32	32) I'm willing to cut back my needs now, so that later I co	32	1.200
13	13) It is always important to me to behave appropriately. I	13	1.168
42	42) My happiness depends only on myself. Attitude and behavi	42	1.137
35	35) Primarily, my well-being depends on money and resources.	35	0.892
1	1) Showing my abilities is very important. I would like peop	1	0.892
17	17) I expect others to adapt to social norms.	17	0.860
34	34) It is needless thinking too much about happiness. You ha	34	0.797
31	31) Before my decisions, I always think over, how useful the	31	0.679
4	4) Basically, I am not motivated in volunteerism in communit	4	0.616
2	2) Getting respect is important to me. I would like to make	2	0.584
38	38) I usually compare my life and status with those of other	38	0.584
33	33) Happiness is only real when shared.	33	0.521
23	23) I suggest, making my own decisions is very important. I	23	0.308
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.308
20	20) While I don't have solid financial background, I don't s	20	0.276
14	14) I think, self-control and temperance are honourable trai	14	0.063
6	6) I don't really care about those opinion, who think differ	6	0.032
5	5) I think, being equally treated is important. Everyone sho	5	-0.000
29	29) I am not motivated by actively participating in collecti	29	-0.000
7	7) I strongly believe, that people should protect nature. Io	7	-0.000
12	12) I grab every opportunity to do things that make me feel	12	-0.032
36	36) Self-sufficiency would comfort me. I think, being able t	36	-0.063
16	16) The rules are important, but small trespasses still fit.	16	-0.276
18	18) Decision-makers / politicians must change first, then th	18	-0.276
41	41) I feel good about myself, when taking care of my environ	41	-0.308
9	9) My homeland's problems are, in every respect, more import	9	-0.371
11	11) I insist on my values under all circumstances. I always	11	-0.552
28	28) I would gladly change my lifestyle and my habits, but I	28	-0.584
39	39) It is important to have such a job, which is meaningful	39	-0.829
24	24) I look for adventures and like taking risks. I would lik	24	-0.860
30	30) I don't have trust towards people.	30	-0.892

22	22) Making up new ideas and being creative are very important	22	-0.892
19	19) I believe in public power. If the people do not make any	19	-1.137
26	26) Traditions are important to me. I try to follow the cust	26	-1.168
10	10) Helping people around me is very important. I care for o	10	-1.200
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.232
15	15) My motto in life: Seize the day! (Carpe Diem)	15	-1.721
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.752
37	37) I can imagine having a fully satisfying life without a f	37	-2.337



Factor Scores -- For Factor 2

No.	Statement	No.	Z-SCORES
39	39) It is important to have such a job, which is meaningful	39	1.732
33	33) Happiness is only real when shared.	33	1.590
14	14) I think, self-control and temperance are honourable traits	14	1.544
36	36) Self-sufficiency would comfort me. I think, being able to	36	1.327
32	32) I'm willing to cut back my needs now, so that later I can	32	1.320
31	31) Before my decisions, I always think over, how useful the	31	1.319
1	1) Showing my abilities is very important. I would like people	1	1.132
7	7) I strongly believe, that people should protect nature. Look	7	1.053
41	41) I feel good about myself, when taking care of my environment	41	0.850
8	8) I feel obliged to buy domestic/Hungarian products.	8	0.826
25	25) Security is important in my life. I avoid everything that	25	0.807
11	11) I insist on my values under all circumstances. I always	11	0.671
19	19) I believe in public power. If the people do not make any	19	0.591
13	13) It is always important to me to behave appropriately. I	13	0.537
2	2) Getting respect is important to me. I would like to make	2	0.346
18	18) Decision-makers / politicians must change first, then the	18	0.299
10	10) Helping people around me is very important. I care for o	10	0.285
22	22) Making up new ideas and being creative are very important	22	0.229
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.223
26	26) Traditions are important to me. I try to follow the custom	26	0.218
5	5) I think, being equally treated is important. Everyone sho	5	0.215
17	17) I expect others to adapt to social norms.	17	0.168
9	9) My homeland's problems are, in every respect, more import	9	-0.061
23	23) I suggest, making my own decisions is very important. I	23	-0.104
16	16) The rules are important, but small trespasses still fit.	16	-0.200
34	34) It is needless thinking too much about happiness. You ha	34	-0.258
42	42) My happiness depends only on myself. Attitude and behavi	42	-0.277
30	30) I don't have trust towards people.	30	-0.312
6	6) I don't really care about those opinions, who think differ	6	-0.551
40	40) I would be ready to do such a job for more money, which	40	-0.661
12	12) I grab every opportunity to do things that make me feel	12	-0.706

29	29) I am not motivated by actively participating in collecti	29	-0.761
35	35) Primarily, my well-being depends on money and resources.	35	-0.800
24	24) I look for adventures and like taking risks. I would lik	24	-0.852
4	4) Basically, I am not motivated in volunteerism in communit	4	-0.858
38	38) I usually compare my life and status with those of other	38	-0.979
28	28) I would gladly change my lifestyle and my habits, but I	28	-1.254
20	20) While I don't have solid financial background, I don't s	20	-1.560
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.645
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.675
3	3) It is important to be rich. I want to have a lot of money	3	-1.807
37	37) I can imagine having a fully satisfying life without a f	37	-1.960

Factor Scores -- For Factor 3

No.	Statement	No.	Z-SCORES
33	33) Happiness is only real when shared.	33	2.037
22	22) Making up new ideas and being creative are very important	22	1.495
23	23) I suggest, making my own decisions is very important. I	23	1.442
39	39) It is important to have such a job, which is meaningful	39	1.428
11	11) I insist on my values under all circumstances. I always	11	1.394
5	5) I think, being equally treated is important. Everyone sho	5	1.261
41	41) I feel good about myself, when taking care of my environ	41	0.858
19	19) I believe in public power. If the people do not make any	19	0.838
42	42) My happiness depends only on myself. Attitude and behavi	42	0.827
7	7) I strongly believe, that people should protect nature. Lo	7	0.826
10	10) Helping people around me is very important. I care for o	10	0.736
36	36) Self-sufficiency would comfort me. I think, being able t	36	0.735
12	12) I grab every opportunity to do things that make me feel	12	0.682
25	25) Security is important in my life. I avoid everything tha	25	0.674
1	1) Showing my abilities is very important. I would like peop	1	0.537
32	32) I'm willing to cut back my needs now, so that later I co	32	0.338
16	16) The rules are important, but small trespasses still fit.	16	0.324
14	14) I think, self-control and temperance are honourable trai	14	0.294
24	24) I look for adventures and like taking risks. I would lik	24	0.287
2	2) Getting respect is important to me. I would like to make	2	0.216
31	31) Before my decisions, I always think over, how useful the	31	0.023
26	26) Traditions are important to me. I try to follow the cust	26	0.021
40	40) I would be ready to do such a job for more money, which	40	-0.147
17	17) I expect others to adapt to social norms.	17	-0.252
38	38) I usually compare my life and status with those of other	38	-0.258
8	8) I feel obliged to buy domestic/Hungarian products.	8	-0.329
13	13) It is always important to me to behave appropriately. I	13	-0.368
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-0.444
35	35) Primarily, my well-being depends on money and resources.	35	-0.465
18	18) Decision-makers / politicians must change first, then th	18	-0.571
3	3) It is important to be rich. I want to have a lot of money	3	-0.582
6	6) I don't really care about those opinion, who think differ	6	-0.615
30	30) I don't have trust towards people.	30	-0.634

4	4) Basically, I am not motivated in volunteerism in community	4	-0.672
34	34) It is needless thinking too much about happiness. You have	34	-0.984
28	28) I would gladly change my lifestyle and my habits, but I	28	-1.231
20	20) While I don't have solid financial background, I don't	20	-1.246
29	29) I am not motivated by actively participating in collecting	29	-1.247
9	9) My homeland's problems are, in every respect, more important	9	-1.671
27	27) Different ethnic groups, religions or lifestyles disturb	27	-1.719
37	37) I can imagine having a fully satisfying life without a	37	-1.807
21	21) It doesn't matter what we do. Things are going in the	21	-2.031

Factor Scores -- For Factor 4

No.	Statement	No.	Z-SCORES
42	42) My happiness depends only on myself. Attitude and behavi	42	2.024
34	34) It is needless thinking too much about happiness. You ha	34	1.767
12	12) I grab every opportunity to do things that make me feel	12	1.389
36	36) Self-sufficiency would comfort me. I think, being able t	36	1.304
25	25) Security is important in my life. I avoid everything tha	25	1.268
19	19) I believe in public power. If the people do not make any	19	1.218
1	1) Showing my abilities is very important. I would like peop	1	1.183
24	24) I look for adventures and like taking risks. I would lik	24	0.841
23	23) I suggest, making my own decisions is very important. I	23	0.755
26	26) Traditions are important to me. I try to follow the cust	26	0.720
39	39) It is important to have such a job, which is meaningful	39	0.720
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.670
41	41) I feel good about myself, when taking care of my environ	41	0.634
15	15) My motto in live: Seize the day! (Carpe Diem)	15	0.549
16	16) The rules are important, but small trespasses still fit.	16	0.463
9	9) My homeland's problems are, in every respect, more import	9	0.463
8	8) I feel obliged to buy domestic/Hungarian products.	8	0.171
2	2) Getting respect is important to me. I would like to make	2	0.171
5	5) I think, being equally treated is important. Everyone sho	5	0.121
22	22) Making up new ideas and being creative are very importan	22	0.086
35	35) Primarily, my well-being depends on money and resources.	35	0.086
37	37) I can imagine having a fully satisfying life without a f	37	-0.000
38	38) I usually compare my life and status with those of other	38	-0.000
40	40) I would be ready to do such a job for more money, which	40	-0.000
6	6) I don't really care about those opinion, who think differ	6	-0.086
33	33) Happiness is only real when shared.	33	-0.121
7	7) I strongly believe, that people should protect nature. Lo	7	-0.292
32	32) I'm willing to cut back my needs now, so that later I co	32	-0.378
10	10) Helping people around me is very important. I care for o	10	-0.378
13	13) It is always important to me to behave appropriately. I	13	-0.378
4	4) Basically, I am not motivated in volunteerism in commun	4	-0.549
30	30) I don't have trust towards people.	30	-0.634
14	14) I think, self-control and temperance are honourable trai	14	-0.926

31	31)	Before my decisions, I always think over, how useful the	31	-1.012
3	3)	It is important to be rich. I want to have a lot of money	3	-1.097
11	11)	I insist on my values under all circumstances. I always	11	-1.183
20	20)	While I don't have solid financial background, I don't s	20	-1.268
17	17)	I expect others to adapt to social norms.	17	-1.304
18	18)	Decision-makers / politicians must change first, then th	18	-1.389
29	29)	I am not motivated by actively participating in collecti	29	-1.475
28	28)	I would gladly change my lifestyle and my habits, but I	28	-2.024
21	21)	It doesn't matter what we do. Things are going in the wr	21	-2.109

Factor Scores -- For Factor 5

No.	Statement	No.	Z-SCORES
33	33) Happiness is only real when shared.	33	2.153
39	39) It is important to have such a job, which is meaningful	39	1.524
10	10) Helping people around me is very important. I care for o	10	1.491
23	23) I suggest, making my own decisions is very important. I	23	1.340
2	2) Getting respect is important to me. I would like to make	2	1.237
42	42) My happiness depends only on myself. Attitude and behavi	42	1.214
11	11) I insist on my values under all circumstances. I always	11	1.053
1	1) Showing my abilities is very important. I would like peop	1	0.939
22	22) Making up new ideas and being creative are very importan	22	0.937
36	36) Self-sufficiency would comfort me. I think, being able t	36	0.699
5	5) I think, being equally treated is important. Everyone sho	5	0.539
17	17) I expect others to adapt to social norms.	17	0.504
12	12) I grab every opportunity to do things that make me feel	12	0.487
34	34) It is needless thinking too much about happiness. You ha	34	0.408
31	31) Before my decisions, I always think over, how useful the	31	0.368
32	32) I'm willing to cut back my needs now, so that later I co	32	0.321
7	7) I strongly believe, that people should protect nature. lo	7	0.283
25	25) Security is important in my life. I avoid everything tha	25	0.261
26	26) Traditions are important to me. I try to follow the cust	26	0.246
14	14) I think, self-control and temperance are honourable trai	14	0.245
24	24) I look for adventures and like taking risks. I would lik	24	0.213
41	41) I feel good about myself, when taking care of my environ	41	0.167
19	19) I believe in public power. If the people do not make any	19	0.147
8	8) I feel obliged to buy domestic/Hungarian products.	8	-0.130
16	16) The rules are important, but small trespasses still fit.	16	-0.155
28	28) I would gladly change my lifestyle and my habits, but I	28	-0.211
9	9) My homeland's problems are, in every respect, more import	9	-0.318
18	18) Decision-makers / politicians must change first, then th	18	-0.360
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-0.367
6	6) I don't really care about those opinion, who think differ	6	-0.425
29	29) I am not motivated by actively participating in collecti	29	-0.537
38	38) I usually compare my life and status with those of other	38	-0.618
27	27) Different ethnic groups, religions or lifestyles disturb	27	-0.620

20	20) While I don't have solid financial background, I don't s	20	-0.718
13	13) It is always important to me to behave appropriately. I	13	-0.816
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.423
3	3) It is important to be rich. I want to have a lot of money	3	-1.454
4	4) Basically, I am not motivated in volunteerism in communit	4	-1.457
30	30) I don't have trust towards people.	30	-1.635
35	35) Primarily, my well-being depends on money and resources.	35	-1.640
40	40) I would be ready to do such a job for more money, which	40	-1.817
37	37) I can imagine having a fully satisfying life without a f	37	-2.077



Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.	Type	1	Type	2	Difference
3	3) It is important to be rich. I want to have a lot of money	3		1.476	-1.807		3.283
40	40) I would be ready to do such a job for more money, which	40		2.337	-0.661		2.998
20	20) While I don't have solid financial background, I don't s	20		0.276	-1.560		1.837
35	35) Primarily, my well-being depends on money and resources.	35		0.892	-0.800		1.692
38	38) I usually compare my life and status with those of other	38		0.584	-0.979		1.563
4	4) Basically, I am not motivated in volunteerism in communit	4		0.616	-0.858		1.474
42	42) My happiness depends only on myself. Attitude and behavi	42		1.137	-0.277		1.414
34	34) It is needless thinking too much about happiness. You ha	34		0.797	-0.258		1.055
25	25) Security is important in my life. I avoid everything tha	25		1.752	0.807		0.946
29	29) I am not motivated by actively participating in collecti	29		-0.000	-0.761		0.761
17	17) I expect others to adapt to social norms.	17		0.860	0.168		0.693
12	12) I grab every opportunity to do things that make me feel	12		-0.032	-0.706		0.674
28	28) I would gladly change my lifestyle and my habits, but I	28		-0.584	-1.254		0.670
13	13) It is always important to me to behave appropriately. I	13		1.168	0.537		0.631
6	6) I don't really care about those opinion, who think differ	6		0.032	-0.551		0.582
23	23) I suggest, making my own decisions is very important. I	23		0.308	-0.104		0.412
2	2) Getting respect is important to me. I would like to make	2		0.584	0.346		0.238
27	27) Different ethnic groups, religions or lifestyles disturb	27		0.308	0.223		0.085
24	24) I look for adventures and like taking risks. I would lik	24		-0.860	-0.852		-0.008
15	15) My motto in live: Seize the day! (Carpe Diem)	15		-1.721	-1.645		-0.076
16	16) The rules are important, but small trespasses still fit.	16		-0.276	-0.200		-0.077
21	21) It doesn't matter what we do. Things are going in the wr	21		-1.752	-1.675		-0.078
32	32) I'm willing to cut back my needs now, so that later I co	32		1.200	1.320		-0.120
5	5) I think, being equally treated is important. Everyone sho	5		-0.000	0.215		-0.215
1	1) Showing my abilities is very important. I would like peop	1		0.892	1.132		-0.240
9	9) My homeland's problems are, in every respect, more import	9		-0.371	-0.061		-0.310
37	37) I can imagine having a fully satisfying life without a f	37		-2.337	-1.960		-0.376
18	18) Decision-makers / politicians must change first, then th	18		-0.276	0.299		-0.575
30	30) I don't have trust towards people.	30		-0.892	-0.312		-0.580
31	31) Before my decisions, I always think over, how useful the	31		0.679	1.319		-0.639
7	7) I strongly believe, that people should protect nature. Io	7		-0.000	1.053		-1.053
33	33) Happiness is only real when shared.	33		0.521	1.590		-1.069
22	22) Making up new ideas and being creative are very importan	22		-0.892	0.229		-1.121
41	41) I feel good about myself, when taking care of my environ	41		-0.308	0.850		-1.158

11	11) I insist on my values under all circumstances. I always	11	-0.552	0.671	-1.223
26	26) Traditions are important to me. I try to follow the cust	26	-1.168	0.218	-1.386
36	36) Self-sufficiency would comfort me. I think, being able t	36	-0.063	1.327	-1.390
14	14) I think, self-control and temperance are honourable trai	14	0.063	1.544	-1.481
10	10) Helping people around me is very important. I care for o	10	-1.200	0.285	-1.485
19	19) I believe in public power. If the people do not make any	19	-1.137	0.591	-1.728
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.232	0.826	-2.057
39	39) It is important to have such a job, which is meaningful	39	-0.829	1.732	-2.561

Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.	Type 1	Type 3	Difference
40	40) I would be ready to do such a job for more money, which	40	2.337	-0.147	2.483
3	3) It is important to be rich. I want to have a lot of money	3	1.476	-0.582	2.059
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.308	-1.719	2.027
34	34) It is needless thinking too much about happiness. You ha	34	0.797	-0.984	1.781
13	13) It is always important to me to behave appropriately. I	13	1.168	-0.368	1.536
20	20) While I don't have solid financial background, I don't s	20	0.276	-1.246	1.522
35	35) Primarily, my well-being depends on money and resources.	35	0.892	-0.465	1.357
9	9) My homeland's problems are, in every respect, more import	9	-0.371	-1.671	1.300
4	4) Basically, I am not motivated in volunteerism in communit	4	0.616	-0.672	1.288
29	29) I am not motivated by actively participating in collecti	29	-0.000	-1.247	1.247
17	17) I expect others to adapt to social norms.	17	0.860	-0.252	1.112
25	25) Security is important in my life. I avoid everything tha	25	1.752	0.674	1.078
32	32) I'm willing to cut back my needs now, so that later I co	32	1.200	0.338	0.862
38	38) I usually compare my life and status with those of other	38	0.584	-0.258	0.842
31	31) Before my decisions, I always think over, how useful the	31	0.679	0.023	0.657
28	28) I would gladly change my lifestyle and my habits, but I	28	-0.584	-1.231	0.647
6	6) I don't really care about those opinion, who think differ	6	0.032	-0.615	0.647
2	2) Getting respect is important to me. I would like to make	2	0.584	0.216	0.369
1	1) Showing my abilities is very important. I would like peop	1	0.892	0.537	0.355
42	42) My happiness depends only on myself. Attitude and behavi	42	1.137	0.827	0.310
18	18) Decision-makers / politicians must change first, then th	18	-0.276	-0.571	0.295
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.752	-2.031	0.279
14	14) I think, self-control and temperance are honourable trai	14	0.063	0.294	-0.231
30	30) I don't have trust towards people.	30	-0.892	-0.634	-0.258
37	37) I can imagine having a fully satisfying life without a f	37	-2.337	-1.807	-0.530
16	16) The rules are important, but small trespasses still fit.	16	-0.276	0.324	-0.601
12	12) I grab every opportunity to do things that make me feel	12	-0.032	0.682	-0.714
36	36) Self-sufficiency would comfort me. I think, being able t	36	-0.063	0.735	-0.799
7	7) I strongly believe, that people should protect nature. Lo	7	-0.000	0.826	-0.826
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.232	-0.329	-0.902
23	23) I suggest, making my own decisions is very important. I	23	0.308	1.442	-1.134
24	24) I look for adventures and like taking risks. I would lik	24	-0.860	0.287	-1.148
41	41) I feel good about myself, when taking care of my environ	41	-0.308	0.858	-1.166
26	26) Traditions are important to me. I try to follow the cust	26	-1.168	0.021	-1.189
5	5) I think, being equally treated is important. Everyone sho	5	-0.000	1.261	-1.261

15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.721	-0.444	-1.277
33	33) Happiness is only real when shared.	33	0.521	2.037	-1.516
10	10) Helping people around me is very important. I care for o	10	-1.200	0.736	-1.936
11	11) I insist on my values under all circumstances. I always	11	-0.552	1.394	-1.946
19	19) I believe in public power. If the people do not make any	19	-1.137	0.838	-1.975
39	39) It is important to have such a job, which is meaningful	39	-0.829	1.428	-2.256
22	22) Making up new ideas and being creative are very importan	22	-0.892	1.495	-2.387

Descending Array of Differences Between Factors 1 and 4

No.	Statement	No.	Type	1	Type	4	Difference
3	3) It is important to be rich. I want to have a lot of money	3	1.476	-1.097	2.573		
40	40) I would be ready to do such a job for more money, which	40	2.337	-0.000	2.337		
17	17) I expect others to adapt to social norms.	17	0.860	-1.304	2.164		
31	31) Before my decisions, I always think over, how useful the	31	0.679	-1.012	1.691		
32	32) I'm willing to cut back my needs now, so that later I co	32	1.200	-0.378	1.578		
13	13) It is always important to me to behave appropriately. I	13	1.168	-0.378	1.546		
20	20) While I don't have solid financial background, I don't s	20	0.276	-1.268	1.545		
29	29) I am not motivated by actively participating in collecti	29	-0.000	-1.475	1.475		
28	28) I would gladly change my lifestyle and my habits, but I	28	-0.584	-2.024	1.439		
4	4) Basically, I am not motivated in volunteerism in communit	4	0.616	-0.549	1.164		
18	18) Decision-makers / politicians must change first, then th	18	-0.276	-1.389	1.113		
14	14) I think, self-control and temperance are honourable tra	14	0.063	-0.926	0.990		
35	35) Primarily, my well-being depends on money and resources.	35	0.892	0.086	0.807		
33	33) Happiness is only real when shared.	33	0.521	-0.121	0.642		
11	11) I insist on my values under all circumstances. I always	11	-0.552	-1.183	0.630		
38	38) I usually compare my life and status with those of other	38	0.584	-0.000	0.584		
25	25) Security is important in my life. I avoid everything tha	25	1.752	1.268	0.484		
2	2) Getting respect is important to me. I would like to make	2	0.584	0.171	0.413		
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.752	-2.109	0.357		
7	7) I strongly believe, that people should protect nature. Lo	7	-0.000	-0.292	0.292		
6	6) I don't really care about those opinion, who think differ	6	0.032	-0.086	0.117		
5	5) I think, being equally treated is important. Everyone sho	5	-0.000	0.121	-0.121		
30	30) I don't have trust towards people.	30	-0.892	-0.634	-0.258		
1	1) Showing my abilities is very important. I would like peop	1	0.892	1.183	-0.291		
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.308	0.670	-0.362		
23	23) I suggest, making my own decisions is very important. I	23	0.308	0.755	-0.447		
16	16) The rules are important, but small trespasses still fit.	16	-0.276	0.463	-0.739		
10	10) Helping people around me is very important. I care for o	10	-1.200	-0.378	-0.822		
9	9) My homeland's problems are, in every respect, more import	9	-0.371	0.463	-0.834		
42	42) My happiness depends only on myself. Attitude and behavi	42	1.137	2.024	-0.887		
41	41) I feel good about myself, when taking care of my environ	41	-0.308	0.634	-0.942		
34	34) It is needless thinking too much about happiness. You ha	34	0.797	1.767	-0.970		
22	22) Making up new ideas and being creative are very importan	22	-0.892	0.086	-0.978		
36	36) Self-sufficiency would comfort me. I think, being able t	36	-0.063	1.304	-1.367		

8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.232	0.171	-1.403
12	12) I grab every opportunity to do things that make me feel	12	-0.032	1.389	-1.421
39	39) It is important to have such a job, which is meaningful	39	-0.829	0.720	-1.548
24	24) I look for adventures and like taking risks. I would lik	24	-0.860	0.841	-1.701
26	26) Traditions are important to me. I try to follow the cust	26	-1.168	0.720	-1.888
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.721	0.549	-2.269
37	37) I can imagine having a fully satisfying life without a f	37	-2.337	-0.000	-2.337
19	19) I believe in public power. If the people do not make any	19	-1.137	1.218	-2.355

Descending Array of Differences Between Factors 1 and 5

No.	Statement	No.	Type 1	Type 5	Difference
40	40) I would be ready to do such a job for more money, which	40	2.337	-1.817	4.154
3	3) It is important to be rich. I want to have a lot of money	3	1.476	-1.454	2.930
35	35) Primarily, my well-being depends on money and resources.	35	0.892	-1.640	2.532
4	4) Basically, I am not motivated in volunteerism in commun	4	0.616	-1.457	2.073
13	13) It is always important to me to behave appropriately. I	13	1.168	-0.816	1.985
25	25) Security is important in my life. I avoid everything tha	25	1.752	0.261	1.491
38	38) I usually compare my life and status with those of othe	38	0.584	-0.618	1.202
20	20) While I don't have solid financial background, I don't s	20	0.276	-0.718	0.995
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.308	-0.620	0.928
32	32) I'm willing to cut back my needs now, so that later I co	32	1.200	0.321	0.879
30	30) I don't have trust towards people.	30	-0.892	-1.635	0.743
29	29) I am not motivated by actively participating in collecti	29	-0.000	-0.537	0.537
6	6) I don't really care about those opinion, who think differ	6	0.032	-0.425	0.457
34	34) It is needless thinking too much about happiness. You ha	34	0.797	0.408	0.389
17	17) I expect others to adapt to social norms.	17	0.860	0.504	0.357
31	31) Before my decisions, I always think over, how useful the	31	0.679	0.368	0.311
18	18) Decision-makers / politicians must change first, then th	18	-0.276	-0.360	0.083
1	1) Showing my abilities is very important. I would like peop	1	0.892	0.939	-0.047
9	9) My homeland's problems are, in every respect, more import	9	-0.371	-0.318	-0.053
42	42) My happiness depends only on myself. Attitude and behavi	42	1.137	1.214	-0.078
16	16) The rules are important, but small trespasses still fit.	16	-0.276	-0.155	-0.121
14	14) I think, self-control and temperance are honourable trai	14	0.063	0.245	-0.182
37	37) I can imagine having a fully satisfying life without a f	37	-2.337	-2.077	-0.259
7	7) I strongly believe, that people should protect nature. Io	7	-0.000	0.283	-0.283
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.752	-1.423	-0.329
28	28) I would gladly change my lifestyle and my habits, but I	28	-0.584	-0.211	-0.373
41	41) I feel good about myself, when taking care of my environ	41	-0.308	0.167	-0.475
12	12) I grab every opportunity to do things that make me feel	12	-0.032	0.487	-0.519
5	5) I think, being equally treated is important. Everyone sho	5	-0.000	0.539	-0.539
2	2) Getting respect is important to me. I would like to make	2	0.584	1.237	-0.653
36	36) Self-sufficiency would comfort me. I think, being able t	36	-0.063	0.699	-0.762
23	23) I suggest, making my own decisions is very important. I	23	0.308	1.340	-1.032
24	24) I look for adventures and like taking risks. I would lik	24	-0.860	0.213	-1.073
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.232	-0.130	-1.102

19	19)	I believe in public power. If the people do not make any	19	-1.137	0.147	-1.284
15	15)	My motto in live: Seize the day! (Carpe Diem)	15	-1.721	-0.367	-1.353
26	26)	Traditions are important to me. I try to follow the cust	26	-1.168	0.246	-1.414
11	11)	I insist on my values under all circumstances. I always	11	-0.552	1.053	-1.606
33	33)	Happiness is only real when shared.	33	0.521	2.153	-1.633
22	22)	Making up new ideas and being creative are very importan	22	-0.892	0.937	-1.829
39	39)	It is important to have such a job, which is meaningful	39	-0.829	1.524	-2.353
10	10)	Helping people around me is very important. I care for o	10	-1.200	1.491	-2.691



Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.	Type 2	Type 3	Difference
27	27) Different ethnic groups, religions or lifestyles disturb	27	0.223	-1.719	1.942
9	9) My homeland's problems are, in every respect, more import	9	-0.061	-1.671	1.610
31	31) Before my decisions, I always think over, how useful the	31	1.319	0.023	1.296
14	14) I think, self-control and temperance are honourable trai	14	1.544	0.294	1.250
8	8) I feel obliged to buy domestic/Hungarian products.	8	0.826	-0.329	1.155
32	32) I'm willing to cut back my needs now, so that later I co	32	1.320	0.338	0.982
13	13) It is always important to me to behave appropriately. I	13	0.537	-0.368	0.905
18	18) Decision-makers / politicians must change first, then th	18	0.299	-0.571	0.870
34	34) It is needless thinking too much about happiness. You ha	34	-0.258	-0.984	0.727
1	1) Showing my abilities is very important. I would like peop	1	1.132	0.537	0.595
36	36) Self-sufficiency would comfort me. I think, being able t	36	1.327	0.735	0.591
29	29) I am not motivated by actively participating in collecti	29	-0.761	-1.247	0.486
17	17) I expect others to adapt to social norms.	17	0.168	-0.252	0.419
21	21) It doesn't matter what we do. Things are going in the wr	21	-1.675	-2.031	0.356
30	30) I don't have trust towards people.	30	-0.312	-0.634	0.322
39	39) It is important to have such a job, which is meaningful	39	1.732	1.428	0.305
7	7) I strongly believe, that people should protect nature. Lo	7	1.053	0.826	0.227
26	26) Traditions are important to me. I try to follow the cust	26	0.218	0.021	0.197
25	25) Security is important in my life. I avoid everything tha	25	0.807	0.674	0.132
2	2) Getting respect is important to me. I would like to make	2	0.346	0.216	0.131
6	6) I don't really care about those opinion, who think differ	6	-0.551	-0.615	0.065
41	41) I feel good about myself, when taking care of my environ	41	0.850	0.858	-0.009
28	28) I would gladly change my lifestyle and my habits, but I	28	-1.254	-1.231	-0.023
37	37) I can imagine having a fully satisfying life without a f	37	-1.960	-1.807	-0.154
4	4) Basically, I am not motivated in volunteerism in communit	4	-0.858	-0.672	-0.186
19	19) I believe in public power. If the people do not make any	19	0.591	0.838	-0.247
20	20) While I don't have solid financial background, I don't s	20	-1.560	-1.246	-0.315
35	35) Primarily, my well-being depends on money and resources.	35	-0.800	-0.465	-0.335
33	33) Happiness is only real when shared.	33	1.590	2.037	-0.446
10	10) Helping people around me is very important. I care for o	10	0.285	0.736	-0.451
40	40) I would be ready to do such a job for more money, which	40	-0.661	-0.147	-0.514
16	16) The rules are important, but small trespasses still fit.	16	-0.200	0.324	-0.524
38	38) I usually compare my life and status with those of other	38	-0.979	-0.258	-0.722
11	11) I insist on my values under all circumstances. I always	11	0.671	1.394	-0.723

5	5) I think, being equally treated is important. Everyone sho	5	0.215	1.261	-1.047
42	42) My happiness depends only on myself. Attitude and behavi	42	-0.277	0.827	-1.104
24	24) I look for adventures and like taking risks. I would lik	24	-0.852	0.287	-1.140
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.645	-0.444	-1.201
3	3) It is important to be rich. I want to have a lot of money	3	-1.807	-0.582	-1.224
22	22) Making up new ideas and being creative are very importan	22	0.229	1.495	-1.266
12	12) I grab every opportunity to do things that make me feel	12	-0.706	0.682	-1.387
23	23) I suggest, making my own decisions is very important. I	23	-0.104	1.442	-1.546

Descending Array of Differences Between Factors 2 and 4

No.	Statement	No.	Type	2	Type	4	Difference
14	14) I think, self-control and temperance are honourable traits	14		1.544	-0.926		2.470
31	31) Before my decisions, I always think over, how useful the	31		1.319	-1.012		2.330
11	11) I insist on my values under all circumstances. I always	11		0.671	-1.183		1.854
33	33) Happiness is only real when shared.	33		1.590	-0.121		1.711
32	32) I'm willing to cut back my needs now, so that later I co	32		1.320	-0.378		1.697
18	18) Decision-makers / politicians must change first, then th	18		0.299	-1.389		1.688
17	17) I expect others to adapt to social norms.	17		0.168	-1.304		1.471
7	7) I strongly believe, that people should protect nature. Lo	7		1.053	-0.292		1.345
39	39) It is important to have such a job, which is meaningful	39		1.732	0.720		1.013
13	13) It is always important to me to behave appropriately. I	13		0.537	-0.378		0.915
28	28) I would gladly change my lifestyle and my habits, but I	28		-1.254	-2.024		0.769
29	29) I am not motivated by actively participating in collecti	29		-0.761	-1.475		0.714
10	10) Helping people around me is very important. I care for o	10		0.285	-0.378		0.662
8	8) I feel obliged to buy domestic/Hungarian products.	8		0.826	0.171		0.655
21	21) It doesn't matter what we do. Things are going in the wr	21		-1.675	-2.109		0.434
30	30) I don't have trust towards people.	30		-0.312	-0.634		0.322
41	41) I feel good about myself, when taking care of my environ	41		0.850	0.634		0.215
2	2) Getting respect is important to me. I would like to make	2		0.346	0.171		0.175
22	22) Making up new ideas and being creative are very importan	22		0.229	0.086		0.144
5	5) I think, being equally treated is important. Everyone sho	5		0.215	0.121		0.094
36	36) Self-sufficiency would comfort me. I think, being able t	36		1.327	1.304		0.023
1	1) Showing my abilities is very important. I would like peop	1		1.132	1.183		-0.051
20	20) While I don't have solid financial background, I don't s	20		-1.560	-1.268		-0.292
4	4) Basically, I am not motivated in volunteerism in communit	4		-0.858	-0.549		-0.310
27	27) Different ethnic groups, religions or lifestyles disturb	27		0.223	0.670		-0.447
25	25) Security is important in my life. I avoid everything tha	25		0.807	1.268		-0.462
6	6) I don't really care about those opinion, who think differ	6		-0.551	-0.086		-0.465
26	26) Traditions are important to me. I try to follow the cust	26		0.218	0.720		-0.502
9	9) My homeland's problems are, in every respect, more import	9		-0.061	0.463		-0.524
19	19) I believe in public power. If the people do not make any	19		0.591	1.218		-0.627
40	40) I would be ready to do such a job for more money, which	40		-0.661	-0.000		-0.661
16	16) The rules are important, but small trespasses still fit.	16		-0.200	0.463		-0.663
3	3) It is important to be rich. I want to have a lot of money	3		-1.807	-1.097		-0.709
23	23) I suggest, making my own decisions is very important. I	23		-0.104	0.755		-0.859

35	35) Primarily, my well-being depends on money and resources.	35	-0.800	0.086	-0.886
38	38) I usually compare my life and status with those of other	38	-0.979	-0.000	-0.979
24	24) I look for adventures and like taking risks. I would lik	24	-0.852	0.841	-1.693
37	37) I can imagine having a fully satisfying life without a f	37	-1.960	-0.000	-1.960
34	34) It is needless thinking too much about happiness. You ha	34	-0.258	1.767	-2.025
12	12) I grab every opportunity to do things that make me feel	12	-0.706	1.389	-2.095
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-1.645	0.549	-2.193
42	42) My happiness depends only on myself. Attitude and behavi	42	-0.277	2.024	-2.300

Descending Array of Differences Between Factors 2 and 5

No.	Statement	No.	Type	2	Type	5	Difference
13	13) It is always important to me to behave appropriately. I	13		0.537	-0.816		1.353
30	30) I don't have trust towards people.	30		-0.312	-1.635		1.323
14	14) I think, self-control and temperance are honourable trait	14		-1.544	0.245		1.299
40	40) I would be ready to do such a job for more money, which	40		-0.661	-1.817		1.156
32	32) I'm willing to cut back my needs now, so that later I co	32		1.320	0.321		0.998
8	8) I feel obliged to buy domestic/Hungarian products.	8		0.826	-0.130		0.955
31	31) Before my decisions, I always think over, how useful the	31		1.319	0.368		0.950
27	27) Different ethnic groups, religions or lifestyles disturb	27		0.223	-0.620		0.842
35	35) Primarily, my well-being depends on money and resources.	35		-0.800	-1.640		0.840
7	7) I strongly believe, that people should protect nature. Io	7		1.053	0.283		0.770
41	41) I feel good about myself, when taking care of my environ	41		0.850	0.167		0.682
18	18) Decision-makers / politicians must change first, then th	18		0.299	-0.360		0.659
36	36) Self-sufficiency would comfort me. I think, being able t	36		1.327	0.699		0.628
4	4) Basically, I am not motivated in volunteerism in communit	4		-0.858	-1.457		0.599
25	25) Security is important in my life. I avoid everything tha	25		0.807	0.261		0.545
19	19) I believe in public power. If the people do not make any	19		0.591	0.147		0.444
9	9) My homeland's problems are, in every respect, more import	9		-0.061	-0.318		0.257
39	39) It is important to have such a job, which is meaningful	39		1.732	1.524		0.208
1	1) Showing my abilities is very important. I would like peop	1		1.132	0.939		0.194
37	37) I can imagine having a fully satisfying life without a f	37		-1.960	-2.077		0.117
26	26) Traditions are important to me. I try to follow the cust	26		0.218	0.246		-0.028
16	16) The rules are important, but small trespasses still fit.	16		-0.200	-0.155		-0.045
6	6) I don't really care about those opinion, who think differ	6		-0.551	-0.425		-0.125
29	29) I am not motivated by actively participating in collecti	29		-0.761	-0.537		-0.224
21	21) It doesn't matter what we do. Things are going in the wr	21		-1.675	-1.423		-0.252
5	5) I think, being equally treated is important. Everyone sho	5		0.215	0.539		-0.324
17	17) I expect others to adapt to social norms.	17		0.168	0.504		-0.336
3	3) It is important to be rich. I want to have a lot of money	3		-1.807	-1.454		-0.353
38	38) I usually compare my life and status with those of other	38		-0.979	-0.618		-0.361
11	11) I insist on my values under all circumstances. I always	11		0.671	1.053		-0.383
33	33) Happiness is only real when shared.	33		1.590	2.153		-0.563
34	34) It is needless thinking too much about happiness. You ha	34		-0.258	0.408		-0.666
22	22) Making up new ideas and being creative are very importan	22		0.229	0.937		-0.707
20	20) While I don't have solid financial background, I don't s	20		-1.560	-0.718		-0.842

2	2)	Getting respect is important to me. I would like to make	2	0.346	1.237	-0.891
28	28)	I would gladly change my lifestyle and my habits, but I	28	-1.254	-0.211	-1.043
24	24)	I look for adventures and like taking risks. I would lik	24	-0.852	0.213	-1.065
12	12)	I grab every opportunity to do things that make me feel	12	-0.706	0.487	-1.193
10	10)	Helping people around me is very important. I care for o	10	0.285	1.491	-1.207
15	15)	My motto in live: Seize the day! (Carpe Diem)	15	-1.645	-0.367	-1.277
23	23)	I suggest, making my own decisions is very important. I	23	-0.104	1.340	-1.443
42	42)	My happiness depends only on myself. Attitude and behavi	42	-0.277	1.214	-1.491

Descending Array of Differences Between Factors 3 and 4

No.	Statement	No.	Type	3	Type	4	Difference
11	11) I insist on my values under all circumstances. I always	11		1.394	-1.183		2.576
33	33) Happiness is only real when shared.	33		2.037	-0.121		2.158
22	22) Making up new ideas and being creative are very importan	22		1.495	0.086		1.410
14	14) I think, self-control and temperance are honourable trai	14		0.294	-0.926		1.221
5	5) I think, being equally treated is important. Everyone sho	5		1.261	0.121		1.140
7	7) I strongly believe, that people should protect nature. Lo	7		0.826	-0.292		1.118
10	10) Helping people around me is very important. I care for o	10		0.736	-0.378		1.113
17	17) I expect others to adapt to social norms.	17		-0.252	-1.304		1.052
31	31) Before my decisions, I always think over, how useful the	31		0.023	-1.012		1.034
18	18) Decision-makers / politicians must change first, then th	18		-0.571	-1.389		0.818
28	28) I would gladly change my lifestyle and my habits, but I	28		-1.231	-2.024		0.792
32	32) I'm willing to cut back my needs now, so that later I co	32		0.338	-0.378		0.716
39	39) It is important to have such a job, which is meaningful	39		1.428	0.720		0.708
23	23) I suggest, making my own decisions is very important. I	23		1.442	0.755		0.687
3	3) It is important to be rich. I want to have a lot of money	3		-0.582	-1.097		0.515
29	29) I am not motivated by actively participating in collecti	29		-1.247	-1.475		0.228
41	41) I feel good about myself, when taking care of my environ	41		0.858	0.634		0.224
21	21) It doesn't matter what we do. Things are going in the wr	21		-2.031	-2.109		0.078
2	2) Getting respect is important to me. I would like to make	2		0.216	0.171		0.045
20	20) While I don't have solid financial background, I don't s	20		-1.246	-1.268		0.023
13	13) It is always important to me to behave appropriately. I	13		-0.368	-0.378		0.010
30	30) I don't have trust towards people.	30		-0.634	-0.634		0.000
4	4) Basically, I am not motivated in volunteerism in communit	4		-0.672	-0.549		-0.123
16	16) The rules are important, but small trespasses still fit.	16		0.324	0.463		-0.139
40	40) I would be ready to do such a job for more money, which	40		-0.147	-0.000		-0.147
38	38) I usually compare my life and status with those of other	38		-0.258	-0.000		-0.258
19	19) I believe in public power. If the people do not make any	19		0.838	1.218		-0.380
8	8) I feel obliged to buy domestic/Hungarian products.	8		-0.329	0.171		-0.500
6	6) I don't really care about those opinion, who think differ	6		-0.615	-0.086		-0.530
35	35) Primarily, my well-being depends on money and resources.	35		-0.465	0.086		-0.551
24	24) I look for adventures and like taking risks. I would lik	24		0.287	0.841		-0.553
36	36) Self-sufficiency would comfort me. I think, being able t	36		0.735	1.304		-0.569
25	25) Security is important in my life. I avoid everything tha	25		0.674	1.268		-0.594
1	1) Showing my abilities is very important. I would like peop	1		0.537	1.183		-0.645

26	26)	Traditions are important to me. I try to follow the cust	26	0.021	0.720	-0.699
12	12)	I grab every opportunity to do things that make me feel	12	0.682	1.389	-0.707
15	15)	My motto in live: Seize the day! (Carpe Diem)	15	-0.444	0.549	-0.993
42	42)	My happiness depends only on myself. Attitude and behavi	42	0.827	2.024	-1.196
37	37)	I can imagine having a fully satisfying life without a f	37	-1.807	-0.000	-1.807
9	9)	My homeland's problems are, in every respect, more import	9	-1.671	0.463	-2.134
27	27)	Different ethnic groups, religions or lifestyles disturb	27	-1.719	0.670	-2.389
34	34)	It is needless thinking too much about happiness. You ha	34	-0.984	1.767	-2.751



Descending Array of Differences Between Factors 3 and 5

No.	Statement	No.	Type	3	Type	5	Difference
40	40) I would be ready to do such a job for more money, which	40	-0.147	-1.817		1.670	
35	35) Primarily, my well-being depends on money and resources.	35	-0.465	-1.640		1.175	
30	30) I don't have trust towards people.	30	-0.634	-1.635		1.001	
3	3) It is important to be rich. I want to have a lot of money	3	-0.582	-1.454		0.871	
4	4) Basically, I am not motivated in volunteerism in communit	4	-0.672	-1.457		0.785	
5	5) I think, being equally treated is important. Everyone sho	5	1.261	0.539		0.722	
19	19) I believe in public power. If the people do not make any	19	0.838	0.147		0.691	
41	41) I feel good about myself, when taking care of my environ	41	0.858	0.167		0.691	
22	22) Making up new ideas and being creative are very importan	22	1.495	0.937		0.559	
7	7) I strongly believe, that people should protect nature. Lo	7	0.826	0.283		0.543	
16	16) The rules are important, but small trespasses still fit.	16	0.324	-0.155		0.479	
13	13) It is always important to me to behave appropriately. I	13	-0.368	-0.816		0.449	
25	25) Security is important in my life. I avoid everything tha	25	0.674	0.261		0.413	
38	38) I usually compare my life and status with those of other	38	-0.258	-0.618		0.360	
11	11) I insist on my values under all circumstances. I always	11	1.394	1.053		0.340	
37	37) I can imagine having a fully satisfying life without a f	37	-1.807	-2.077		0.271	
12	12) I grab every opportunity to do things that make me feel	12	0.682	0.487		0.195	
23	23) I suggest, making my own decisions is very important. I	23	1.442	1.340		0.103	
24	24) I look for adventures and like taking risks. I would lik	24	0.287	0.213		0.074	
14	14) I think, self-control and temperance are honourable trai	14	0.294	0.245		0.049	
36	36) Self-sufficiency would comfort me. I think, being able t	36	0.735	0.699		0.036	
32	32) I'm willing to cut back my needs now, so that later I co	32	0.338	0.321		0.017	
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-0.444	-0.367		-0.077	
39	39) It is important to have such a job, which is meaningful	39	1.428	1.524		-0.096	
33	33) Happiness is only real when shared.	33	2.037	2.153		-0.117	
6	6) I don't really care about those opinion, who think differ	6	-0.615	-0.425		-0.190	
8	8) I feel obliged to buy domestic/Hungarian products.	8	-0.329	-0.130		-0.200	
18	18) Decision-makers / politicians must change first, then th	18	-0.571	-0.360		-0.212	
26	26) Traditions are important to me. I try to follow the cust	26	0.021	0.246		-0.225	
31	31) Before my decisions, I always think over, how useful the	31	0.023	0.368		-0.346	
42	42) My happiness depends only on myself. Attitude and behavi	42	0.827	1.214		-0.387	
1	1) Showing my abilities is very important. I would like peop	1	0.537	0.939		-0.401	
20	20) While I don't have solid financial background, I don't s	20	-1.246	-0.718		-0.527	
21	21) It doesn't matter what we do. Things are going in the wr	21	-2.031	-1.423		-0.608	

29	29) I am not motivated by actively participating in collecti	29	-1.247	-0.537	-0.710
17	17) I expect others to adapt to social norms.	17	-0.252	0.504	-0.755
10	10) Helping people around me is very important. I care for o	10	0.736	1.491	-0.756
28	28) I would gladly change my lifestyle and my habits, but I	28	-1.231	-0.211	-1.020
2	2) Getting respect is important to me. I would like to make	2	0.216	1.237	-1.021
27	27) Different ethnic groups, religions or lifestyles disturb	27	-1.719	-0.620	-1.099
9	9) My homeland's problems are, in every respect, more import	9	-1.671	-0.318	-1.353
34	34) It is needless thinking too much about happiness. You ha	34	-0.984	0.408	-1.393

Descending Array of Differences Between Factors 4 and 5

No.	Statement	No.	Type	4	Type	5	Difference
37	37) I can imagine having a fully satisfying life without a f	37		-0.000	-2.077		2.077
40	40) I would be ready to do such a job for more money, which	40		-0.000	-1.817		1.817
35	35) Primarily, my well-being depends on money and resources.	35		0.086	-1.640		1.726
34	34) It is needless thinking too much about happiness. You ha	34		1.767	0.408		1.359
27	27) Different ethnic groups, religions or lifestyles disturb	27		0.670	-0.620		1.289
19	19) I believe in public power. If the people do not make any	19		1.218	0.147		1.071
25	25) Security is important in my life. I avoid everything tha	25		1.268	0.261		1.007
30	30) I don't have trust towards people.	30		-0.634	-1.635		1.000
15	15) My motto in live: Seize the day! (Carpe Diem)	15		0.549	-0.367		0.916
4	4) Basically, I am not motivated in volunteerism in communit	4		-0.549	-1.457		0.908
12	12) I grab every opportunity to do things that make me feel	12		1.389	0.487		0.902
42	42) My happiness depends only on myself. Attitude and behavi	42		2.024	1.214		0.809
9	9) My homeland's problems are, in every respect, more import	9		0.463	-0.318		0.781
24	24) I look for adventures and like taking risks. I would lik	24		0.841	0.213		0.628
38	38) I usually compare my life and status with those of other	38		-0.000	-0.618		0.618
16	16) The rules are important, but small trespasses still fit.	16		0.463	-0.155		0.618
36	36) Self-sufficiency would comfort me. I think, being able t	36		1.304	0.699		0.605
26	26) Traditions are important to me. I try to follow the cust	26		0.720	0.246		0.474
41	41) I feel good about myself, when taking care of my environ	41		0.634	0.167		0.467
13	13) It is always important to me to behave appropriately. I	13		-0.378	-0.816		0.439
3	3) It is important to be rich. I want to have a lot of money	3		-1.097	-1.454		0.356
6	6) I don't really care about those opinion, who think differ	6		-0.086	-0.425		0.340
8	8) I feel obliged to buy domestic/Hungarian products.	8		0.171	-0.130		0.301
1	1) Showing my abilities is very important. I would like peop	1		1.183	0.939		0.244
5	5) I think, being equally treated is important. Everyone sho	5		0.121	0.539		-0.418
20	20) While I don't have solid financial background, I don't s	20		-1.268	-0.718		-0.550
7	7) I strongly believe, that people should protect nature. Lo	7		-0.292	0.283		-0.575
23	23) I suggest, making my own decisions is very important. I	23		0.755	1.340		-0.584
21	21) It doesn't matter what we do. Things are going in the wr	21		-2.109	-1.423		-0.686
32	32) I'm willing to cut back my needs now, so that later I co	32		-0.378	0.321		-0.699
39	39) It is important to have such a job, which is meaningful	39		0.720	1.524		-0.804
22	22) Making up new ideas and being creative are very importan	22		0.086	0.937		-0.851
29	29) I am not motivated by actively participating in collecti	29		-1.475	-0.537		-0.938
18	18) Decision-makers / politicians must change first, then th	18		-1.389	-0.360		-1.030

2	2)	Getting respect is important to me. I would like to make	2	0.171	1.237	-1.066
14	14)	I think, self-control and temperance are honourable traits	14	-0.926	0.245	-1.171
31	31)	Before my decisions, I always think over, how useful the	31	-1.012	0.368	-1.380
17	17)	I expect others to adapt to social norms.	17	-1.304	0.504	-1.807
28	28)	I would gladly change my lifestyle and my habits, but I	28	-2.024	-0.211	-1.813
10	10)	Helping people around me is very important. I care for o	10	-0.378	1.491	-1.869
11	11)	I insist on my values under all circumstances. I always	11	-1.183	1.053	-2.236
33	33)	Happiness is only real when shared.	33	-0.121	2.153	-2.274

Exact Factor Scores (à la SPSS) in Z-Score and T-Score units

Statement		No.	Factors									
No.	Statement	No.	1	2	3	4	5					
1	1) Showing my abilities is very important. I would like	1	1.24	62	0.89	59	0.05	51	0.87	59	0.85	59
2	2) Getting respect is important to me. I would like to	2	0.50	55	0.25	53	-0.72	43	-0.29	47	2.15	71
3	3) It is important to be rich. I want to have a lot of	3	1.85	68	-1.62	34	0.50	55	-0.61	44	-1.22	38
4	4) Basically, I am not motivated in volunteerism in co	4	1.27	63	-0.82	42	-0.04	50	-0.45	45	-0.91	41
5	5) I think, being equally treated is important. Everyo	5	-0.39	46	-0.09	49	1.62	66	-0.26	47	-0.28	47
6	6) I don't really care about those opinion, who think	6	-0.11	49	-0.27	47	-0.58	44	-0.19	48	-0.27	47
7	7) I strongly believe, that people should protect natu	7	-0.33	47	1.30	63	0.38	54	0.41	54	-0.34	47
8	8) I feel obliged to buy domestic/Hungarian products.	8	-1.82	32	1.43	64	-1.23	38	1.28	63	-0.37	46
9	9) My homeland's problems are, in every respect, more	9	-0.25	48	0.63	56	-2.41	26	1.39	64	0.30	53
10	10) Helping people around me is very important. I care	10	-1.46	35	-0.30	47	0.23	52	-0.72	43	1.89	69
11	11) I insist on my values under all circumstances. I a	11	-1.68	33	0.23	52	1.92	69	-1.52	35	-0.30	47
12	12) I grab every opportunity to do things that make me	12	-0.17	48	-1.47	35	0.97	60	1.47	65	0.57	56
13	13) It is always important to me to behave appropriate	13	0.44	54	1.13	61	-0.62	44	-0.26	47	-0.96	40
14	14) I think, self-control and temperance are honourabl	14	-0.51	45	1.88	69	0.05	51	-1.21	38	-0.73	43
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-0.89	41	-1.82	32	-0.07	49	1.01	60	-0.03	50
16	16) The rules are important, but small trespasses stil	16	-0.34	47	-0.51	45	0.44	54	-0.05	50	0.12	51
17	17) I expect others to adapt to social norms.	17	0.57	56	0.47	55	-0.90	41	-0.90	41	1.01	60
18	18) Decision-makers / politicians must change first, t	18	0.24	52	0.61	56	-1.01	40	-0.25	48	-0.35	47
19	19) I believe in public power. If the people do not ma	19	-1.46	35	0.57	56	1.42	64	0.34	53	-1.29	37
20	20) While I don't have solid financial background, I d	20	0.30	53	-1.62	34	-0.78	42	-1.16	38	0.45	54
21	21) It doesn't matter what we do. Things are going in	21	-0.67	43	-1.50	35	-1.52	35	-1.81	32	-0.30	47
22	22) Making up new ideas and being creative are very im	22	-0.94	41	-0.23	48	1.53	65	-0.15	49	0.37	54
23	23) I suggest, making my own decisions is very importa	23	0.14	51	-0.84	42	1.81	68	-0.21	48	0.73	57
24	24) I look for adventures and like taking risks. I wou	24	-0.89	41	-1.21	38	0.45	55	1.05	60	0.41	54
25	25) Security is important in my life. I avoid everythi	25	2.25	72	0.60	56	0.45	54	0.69	57	0.36	54
26	26) Traditions are important to me. I try to follow th	26	-1.04	40	0.20	52	-0.34	47	1.00	60	0.43	54
27	27) Different ethnic groups, religions or lifestyles d	27	0.17	52	0.65	56	-1.87	31	-0.20	48	-0.21	48
28	28) I would gladly change my lifestyle and my habits,	28	-0.27	47	-1.46	35	-0.94	41	-1.63	34	0.86	59
29	29) I am not motivated by actively participating in co	29	0.48	55	-0.40	46	-1.24	38	-0.90	41	0.04	50
30	30) I don't have trust towards people.	30	0.36	54	0.00	50	-0.02	50	-0.03	50	-1.82	32
31	31) Before my decisions, I always think over, how usef	31	0.43	54	1.20	62	0.21	52	-2.01	30	0.01	50
32	32) I'm willing to cut back my needs now, so that late	32	0.33	53	1.56	66	0.11	51	-1.12	39	-0.21	48
33	33) Happiness is only real when shared.	33	0.94	59	0.74	57	0.96	60	-0.49	45	2.47	75
34	34) It is needless thinking too much about happiness.	34	0.47	55	-0.11	49	-1.21	38	2.09	71	0.83	58
35	35) Primarily, my well-being depends on money and reso	35	1.27	63	-0.31	47	0.06	51	0.28	53	-1.52	38

36	36) Self-sufficiency would comfort me. I think, being	36	-0.27	47	0.83	58	0.41	54	1.25	63	-0.19	48
37	37) I can imagine having a fully satisfying life witho	37	-2.26	27	-1.32	37	-1.02	40	0.54	55	-1.43	36
38	38) I usually compare my life and status with those of	38	0.49	55	-0.65	44	0.11	51	-0.55	45	-0.40	46
39	39) It is important to have such a job, which is meani	39	-0.50	45	1.32	63	0.78	58	-0.05	50	0.86	59
40	40) I would be ready to do such a job for more money,	40	1.59	66	-0.04	50	0.69	57	0.79	58	-2.31	27
41	41) I feel good about myself, when taking care of my e	41	-0.35	46	0.97	60	0.54	55	0.73	57	-0.44	46
42	42) My happiness depends only on myself. Attitude and	42	1.24	62	-0.88	41	0.83	58	1.77	68	1.17	62

Factor Q-Sort Values for Each Statement

No.	Statement	No.	Factor Arrays				
			1	2	3	4	5
1	1) Showing my abilities is very important. I would like peop	1	2	2	1	2	2
2	2) Getting respect is important to me. I would like to make	2	1	1	0	0	3
3	3) It is important to be rich. I want to have a lot of money	3	3	-4	-1	-2	-2
4	4) Basically, I am not motivated in volunteerism in communit	4	1	-2	-2	-1	-3
5	5) I think, being equally treated is important. Everyone sho	5	0	0	2	0	1
6	6) I don't really care about those opinion, who think differ	6	0	-1	-1	0	-1
7	7) I strongly believe, that people should protect nature. Lo	7	0	2	2	-1	1
8	8) I feel obliged to buy domestic/Hungarian products.	8	-3	2	-1	0	0
9	9) My homeland's problems are, in every respect, more import	9	-1	0	-3	1	-1
10	10) Helping people around me is very important. I care for o	10	-3	1	1	-1	3
11	11) I insist on my values under all circumstances. I always	11	-1	1	3	-2	2
12	12) I grab every opportunity to do things that make me feel	12	0	-1	1	3	1
13	13) It is always important to me to behave appropriately. I	13	3	1	-1	-1	-2
14	14) I think, self-control and temperance are honourable trai	14	0	3	0	-2	0
15	15) My motto in live: Seize the day! (Carpe Diem)	15	-3	-3	-1	1	-1
16	16) The rules are important, but small trespasses still fit.	16	-1	0	1	1	0
17	17) I expect others to adapt to social norms.	17	2	0	0	-3	1
18	18) Decision-makers / politicians must change first, then th	18	-1	1	-1	-3	-1
19	19) I believe in public power. If the people do not make any	19	-2	1	2	2	0
20	20) While I don't have solid financial background, I don't s	20	0	-3	-2	-2	-2
21	21) It doesn't matter what we do. Things are going in the wr	21	-4	-3	-4	-4	-2
22	22) Making up new ideas and being creative are very importan	22	-2	0	4	0	2
23	23) I suggest, making my own decisions is very important. I	23	1	0	3	2	3
24	24) I look for adventures and like taking risks. I would lik	24	-2	-2	0	2	0
25	25) Security is important in my life. I avoid everything tha	25	4	1	1	3	0
26	26) Traditions are important to me. I try to follow the cust	26	-2	0	0	1	0
27	27) Different ethnic groups, religions or lifestyles disturb	27	1	0	-3	1	-2
28	28) I would gladly change my lifestyle and my habits, but I	28	-1	-2	-2	-4	-1
29	29) I am not motivated by actively participating in collecti	29	0	-1	-3	-3	-1
30	30) I don't have trust towards people.	30	-2	-1	-2	-1	-3
31	31) Before my decisions, I always think over, how useful the	31	1	2	0	-2	1
32	32) I'm willing to cut back my needs now, so that later I co	32	3	3	1	-1	1
33	33) Happiness is only real when shared.	33	1	4	4	-1	4

34	34)	It is needless thinking too much about happiness. You ha	2	-1	-2	4	1
35	35)	Primarily, my well-being depends on money and resources.	2	-2	-1	0	-3
36	36)	Self-sufficiency would comfort me. I think, being able t	0	3	1	3	2
37	37)	I can imagine having a fully satisfying life without a f	-4	-4	-4	0	-4
38	38)	I usually compare my life and status with those of other	1	-2	0	0	-1
39	39)	It is important to have such a job, which is meaningful	-1	4	3	1	4
40	40)	I would be ready to do such a job for more money, which	4	-1	0	0	-4
41	41)	I feel good about myself, when taking care of my environ	-1	2	2	1	0
42	42)	My happiness depends only on myself. Attitude and behavi	2	-1	2	4	2

Variance = 4.095    St. Dev. = 2.024



Factor Q-Sort Values for Statements sorted by Consensus vs. Disagreement (Variance across Factor Z-Scores)

No.	Statement	No.	Factor Arrays				
			1	2	3	4	5
1	1) Showing my abilities is very important. I would like people to know about my skills.	1	2	2	1	2	2
21	21) It doesn't matter what we do. Things are going in the way we want.	21	-4	-3	-4	-4	-2
6	6) I don't really care about those opinions, who think differently.	6	0	-1	-1	0	-1
16	16) The rules are important, but small trespasses still fit.	16	-1	0	1	1	0
2	2) Getting respect is important to me. I would like to make people respect me.	2	1	1	0	0	3
30	30) I don't have trust towards people.	30	-2	-1	-2	-1	-3
41	41) I feel good about myself, when taking care of my environment.	41	-1	2	2	1	0
5	5) I think, being equally treated is important. Everyone should be treated equally.	5	0	0	2	0	1
7	7) I strongly believe, that people should protect nature. Look after the environment.	7	0	2	2	-1	1
36	36) Self-sufficiency would comfort me. I think, being able to take care of myself.	36	0	3	1	3	2
25	25) Security is important in my life. I avoid everything that threatens my security.	25	4	1	1	3	0
29	29) I am not motivated by actively participating in collecting money.	29	0	-1	-3	-3	-1
38	38) I usually compare my life and status with those of other people.	38	1	-2	0	0	-1
18	18) Decision-makers / politicians must change first, then the situation.	18	-1	1	-1	-3	-1
23	23) I suggest, making my own decisions is very important. I should be able to make my own choices.	23	1	0	3	2	3
28	28) I would gladly change my lifestyle and my habits, but I don't want to lose my identity.	28	-1	-2	-2	-4	-1
32	32) I'm willing to cut back my needs now, so that later I can have more.	32	3	3	1	-1	1
26	26) Traditions are important to me. I try to follow the customs of my culture.	26	-2	0	0	1	0
20	20) While I don't have solid financial background, I don't see that as a problem.	20	0	-3	-2	-2	-2
8	8) I feel obliged to buy domestic/Hungarian products.	8	-3	2	-1	0	0
24	24) I look for adventures and like taking risks. I would like to try new things.	24	-2	-2	0	2	0
4	4) Basically, I am not motivated in volunteerism in community projects.	4	1	-2	-2	-1	-3
12	12) I grab every opportunity to do things that make me feel good.	12	0	-1	1	3	1
9	9) My homeland's problems are, in every respect, more important to me than my own.	9	-1	0	-3	1	-1
13	13) It is always important to me to behave appropriately. I try to be a good person.	13	3	1	-1	-1	-2
42	42) My happiness depends only on myself. Attitude and behaviour are key.	42	2	-1	2	4	2
17	17) I expect others to adapt to social norms.	17	2	0	0	-3	1
31	31) Before my decisions, I always think over, how useful the decision will be.	31	1	2	0	-2	1
14	14) I think, self-control and temperance are honourable traits.	14	0	3	0	-2	0
22	22) Making up new ideas and being creative are very important to me.	22	-2	0	4	0	2
19	19) I believe in public power. If the people do not make any decisions, the system fails.	19	-2	1	2	2	0 (4)
37	37) I can imagine having a fully satisfying life without a family.	37	-4	-4	-4	0	-4 (4)
35	35) Primarily, my well-being depends on money and resources.	35	2	-2	-1	0	-3 (5)

15	15)	My motto in live: Seize the day! (Carpe Diem)	15	-3	-3	-1	1	-1	(4)
27	27)	Different ethnic groups, religions or lifestyles disturb	27	1	0	-3	1	-2	(4)
33	33)	Happiness is only real when shared.	33	1	4	4	-1	4	(5)
10	10)	Helping people around me is very important. I care for o	10	-3	1	1	-1	3	(5)
34	34)	It is needless thinking too much about happiness. You ha	34	2	-1	-2	4	1	(6)
39	39)	It is important to have such a job, which is meaningful	39	-1	4	3	1	4	(5)
11	11)	I insist on my values under all circumstances. I always	11	-1	1	3	-2	2	(5)
3	3)	It is important to be rich. I want to have a lot of money	3	3	-4	-1	-2	-2	(7)
40	40)	I would be ready to do such a job for more money, which	40	4	-1	0	0	-4	(8)

Factor Characteristics

	Factors				
	1	2	3	4	5
No. of Defining Variables	2	11	11	2	7
Average Rel. Coef.	0.800	0.800	0.800	0.800	0.800
Composite Reliability	0.889	0.978	0.978	0.889	0.966
S.E. of Factor Z-Scores	0.333	0.149	0.149	0.333	0.186

Standard Errors for Differences in Factor Z-Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2	3	4	5
1	0.471	0.365	0.365	0.471	0.382
2	0.365	0.211	0.211	0.365	0.238
3	0.365	0.211	0.211	0.365	0.238
4	0.471	0.365	0.365	0.471	0.382
5	0.382	0.238	0.238	0.382	0.263

Distinguishing Statements for Factor 1

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value (Q-SV) and the Z-Score (Z-SCR) are Shown.

		Factors									
No.	Statement	1		2		3		4		5	
		No.	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR
40	40) I would be ready t ...	40	4 2.34*	-1 -0.66	0 -0.15	0 -0.00	-4 -1.82				
3	3) It is important to ...	3	3 1.48*	-4 -1.81	-1 -0.58	-2 -1.10	-2 -1.45				
4	4) Basically, I am not ...	4	1 0.62	-2 -0.86	-2 -0.67	-1 -0.55	-3 -1.46				
20	20) While I don't have ...	20	0 0.28*	-3 -1.56	-2 -1.25	-2 -1.27	-2 -0.72				
36	36) Self-sufficiency w ...	36	0 -0.06	3 1.33	1 0.74	3 1.30	2 0.70				
39	39) It is important to ...	39	-1 -0.83*	4 1.73	3 1.43	1 0.72	4 1.52				
22	22) Making up new idea ...	22	-2 -0.89	0 0.23	4 1.50	0 0.09	2 0.94				
19	19) I believe in publi ...	19	-2 -1.14*	1 0.59	2 0.84	2 1.22	0 0.15				
26	26) Traditions are imp ...	26	-2 -1.17*	0 0.22	0 0.02	1 0.72	0 0.25				
8	8) I feel obliged to b ...	8	-3 -1.23	2 0.83	-1 -0.33	0 0.17	0 -0.13				

Distinguishing Statements for Factor 2

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value (Q-SV) and the Z-Score (Z-SCR) are Shown.

No. Statement	Factors				
	No.	Q-SV	Z-SCR	Q-SV	Z-SCR
33 33) Happiness is only ...	33	1	0.52	4	1.59
14 14) I think, self-cont ...	14	0	0.06	3	1.54*
34 34) It is needless thi ...	34	2	0.80	-1	-0.26*
42 42) My happiness depen ...	42	2	1.14	-1	-0.28*
				4	2.04
				4	0.29
				-2	-0.98
				4	1.77
				4	2.02
				4	2.15
				0	0.25
				1	0.41
				2	1.21

Distinguishing Statements for Factor 3

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value (Q-SV) and the Z-Score (Z-SCR) are Shown.

No. Statement	Factors				
	No.	Q-SV	Z-SCR	Q-SV	Z-SCR
22 22) Making up new idea ...	22	-2	-0.89	0	0.23
5 5) I think, being equa ...	5	0	-0.00	0	0.21
10 10) Helping people aro ...	10	-3	-1.20	1	0.28
17 17) I expect others to ...	17	2	0.86	0	0.17
34 34) It is needless thi ...	34	2	0.80	-1	-0.26
9 9) My homeland's probl ...	9	-1	-0.37	0	-0.06
27 27) Different ethnic g ...	27	1	0.31	0	0.22
				4	1.50
				2	1.26*
				1	0.74
				-3	-1.30
				4	1.77
				-3	-1.67*
				1	0.46
				1	0.67
				2	0.94
				1	0.54
				3	1.49
				1	0.50
				1	0.41
				-1	-0.32
				-2	-0.62

Distinguishing Statements for Factor 4

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value (Q-SV) and the Z-Score (Z-SCR) are Shown.

		Factors									
No. Statement	No.	Q-SV	Z-SCR	Q-SV	Z-SCR	Q-SV	Z-SCR	Q-SV	Z-SCR	Q-SV	Z-SCR
		1	2	3	4	5					
34 34) It is needless thi	34	2	0.80	-1	-0.26	-2	-0.98	4	1.77	1	0.41
15 15) My motto in live:	15	-3	-1.72	-3	-1.64	-1	-0.44	1	0.55	-1	-0.37
37 37) I can imagine havi	37	-4	-2.34	-4	-1.96	-4	-1.81	0	-0.00*	-4	-2.08
14 14) I think, self-cont	14	0	0.06	3	1.54	0	0.29	-2	-0.93	0	0.25
31 31) Before my decision	31	1	0.68	2	1.32	0	0.02	-2	-1.01*	1	0.37
17 17) I expect others to	17	2	0.86	0	0.17	0	-0.25	-3	-1.30*	1	0.50
18 18) Decision-makers /	18	-1	-0.28	1	0.30	-1	-0.57	-3	-1.39	-1	-0.36
28 28) I would gladly cha	28	-1	-0.58	-2	-1.25	-2	-1.23	-4	-2.02	-1	-0.21

Distinguishing Statements for Factor 5

(P < .05 ; Asterisk (\*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value (Q-SV) and the Z-Score (Z-SCR) are Shown.

No. Statement	Factors				
	No.	1	2	3	5
		Q-SV	Z-SCR	Q-SV	Z-SCR
10 10) Helping people aro ...	10	-3	-1.20	1	0.74
22 22) Making up new idea ...	22	-2	-0.89	4	1.50
27 27) Different ethnic g ...	27	1	0.31	-3	-1.72
4 4) Basically, I am not ...	4	1	0.62	-2	-0.67
35 35) Primarily, my well ...	35	2	0.89	-1	-0.47
40 40) I would be ready t ...	40	4	2.34	0	-0.15
				-1	-0.38
				0	0.09
				1	0.67
				-1	-0.55
				0	0.09
				0	-0.00
				3	1.49*
				2	0.94
				-2	-0.62
				-3	-1.46
				-3	-1.64*
				-4	-1.82*

Consensus Statements

-- Those That Do Not Distinguish Between ANY Pair of Factors.

All Listed Statements are Non-Significant at P>.01, and Those Flagged With an \* are also Non-Significant at P>.05.

No.	Statement	Factors				
		1	2	3	4	5
		No. Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR	Q-SV Z-SCR
6*	6) I don't really care ...	6	0 0.03	-1 -0.55	-1 -0.62	0 -0.09
16	16) The rules are impo ...	16	-1 -0.28	0 -0.20	1 0.32	1 0.46
21	21) It doesn't matter ...	21	-4 -1.75	-3 -1.67	-4 -2.03	-4 -2.11
						-2 -1.42

QANALYZE was completet at 11:57:37